External Affairs Canada
Affaires extérieures Canada

Market Studies of United States

Sales Potential
for Canadian Manufactured Products
in the Midwest Agricultural
Construction Market

85-2789/

A STUDY OF THE SALES POTENTIAL FOR CANADIAN MANUFACTURED PRODUCTS IN THE MIDWEST AGRICULTURAL CONSTRUCTION MARKET

for

The Department of External Affairs
Government of Canada
Ottawa, Ontario

October, 1983

HAYES/HILL INCORPORATED

20 North Wacker Drive/Suite 3330/Chicago, Illinois 60606/312/984-5250
Telex: 233468

TABLE OF CONTENTS

SECTION		PAGE NUMBER
I.	INTRODUCTION	1
II.	MIDWEST DESCRIPTION AND KEY MARKET TRENDS	5
III.	DISTRIBUTION CHANNELS	23
IV.	MARKET PARTICIPANTS	34
V.	MARKET ACCESS	45

APPENDICES

A. STUDY METHODOLOGY

B. MARKET SIZE AND GROWTH ESTIMATES

C. COOPERATIVE EXTENSION SERVICE

D. MARKET PARTICIPANTS

E. TRADE MAGAZINES

F. TRADE SHOWS

I. INTRODUCTION

This report is a description of the sales potential for Canadian manufactured products in the Midwest agricultural construction market in the United States.

The Department of External Affairs commissioned the Study to assist various Canadian companies which are considering export to the United States. Due to geography, the United States is a logical export market to consider. In addition, exchange rate differentials have the effect of making Canadian manufactured products less expensive than their U.S. counterparts. This has helped a number of manufacturers to export successfully to the United States.

The Department of External Affairs wants to assist those Canadian companies which are interested in exporting to the U.S. market. This report provides a basic understanding of the market and how it can be accessed by interested Canadian manufacturers.

The market studied is the Midwest agricultural construction market. Two terms require explanation.

Midwest	— the geographic area studied in detail during the course of the work.
Agricultural Construction	— the type of building activity that involves a specific set of farm-related products.

Eight midwestern states have been studied in particular.

Illinois	(IL)
Iowa	(IA)
Minnesota	(MN)
Missouri	(MO)
Nebraska	(NE)
North Dakota	(ND)
South Dakota	(SD)
Wisconsin	(WI)

These states are representative of the entire United States market. The states differ with respect to volumes and types of commodities grown, but do not vary in terms of the marketing approach suppliers take to serve the agricultural market. In this way, the type of agricultural construction activity in these states is not significantly different from that in other states nor in the rest of the U.S. These states have been selected by the Department of External Affairs as an important portion of the market for agricultural construction products for initial exploration.

While these states account for a significant amount of agricultural activity in the United States, they do not represent an agricultural market that is separate and distinct from the overall United States market. The types of agricultural construction products used may vary by region within the U.S. depending upon the type of crop production. But the means of selling and distributing these products is consistent throughout the United States.

A number of products are included in the focus of this report. They fall into the following product categories which are specific to agricultural construction.

- grain storage and handling equipment
- grain bins and systems
- livestock feed and shelter equipment
- livestock confinement systems
- pre-engineered metal farm buildings

General builders' hardware items such a nails, siding and door and window hardware are not included as they are not specific to rural or agricultural markets.

The vast majority of construction products used in rural areas are not specialized, that is specific to a particular market. Those that are specialized relate to agricultural rather than rural construction.

Agricultural Construction	Pre-Engineered Metal Buildings	Other Construction
Grain equipment Grain bins and systems Livestock equipment Livestock confinement systems	Machinery and other storage	Building components, materials, and hardware
Specialized ----------> General		

The focus of this report then, is on the agricultural construction market including specialized agricultural products and pre-engineered metal farm buildings.

A study to describe the market for general builders' hardware would be very broad, highlighting all markets (including agricultural construction) where the products are used. As such, this study can be used to describe one segment of the market for these non-specialized, general construction products.

I. INTRODUCTION . . .

Two basic types of activity have been conducted to complete this study.

- Literature Search -- An extensive literature search was conducted through trade associations, trade publications and U.S. Federal and State governments.

- Field Interviews -- Many contacts were made with various types of suppliers and representatives of government and trade groups.

Study activities have concentrated on the midwestern states. Most of the interviews have been conducted with manufacturers, wholesale distributors, dealers and contractors in the eight states, yet the findings are generally applicable to the entire United States. Appendix A contains a more detailed description of the methodology used to complete this study.

Several questions have been addressed to determine whether or not the Midwest agricultural construction market represents a good U.S. export market for products in the categories listed above.

- What construction products are used primarily in the agricultural construction market?

- What is the approximate size and growth rate of the market for these products?

- What key market trends have occurred or are about to occur in the rural construction market?

- How do manufacturers operate in the market and what is the role of smaller companies?

- How important is turnkey construction?

- How do products move from the manufacturer to the farmer? What distribution channels are used?

- What factors are important in selecting one manufacturer's product versus another?

- How receptive is the market to imported products in general and Canadian products in particular?

- How should Canadian manufacturers approach the Midwest agricultural construction market?

I. INTRODUCTION . . .

Along with the discussion of distribution channels and buying criteria, estimates are made for the Midwest (8 states) and U.S. markets for various products. They are made in U.S. dollars. These estimates can be found in Appendix B.

Finally, some recommendations are made on how to approach the U.S. market -- what is required of Canadian manufacturers and what is desirable or helpful. A procedure for accessing specific geographic markets is described including who to sell to and how to find them, and which trade shows and magazines are important for manufacturer representation.

II. MIDWEST DESCRIPTION AND KEY MARKET TRENDS

The eight states represent an important agricultural area where a number of key nationwide trends have been found to exist.

A. Eight-State Area

The midwestern portion of the U.S. is often defined in many ways, depending on which states are included, and no particular definition is correct, or the standard. The eight states studied in this report fall in the north central region of the country.

These states combined represent over one third of the value of U.S. agricultural production.

1982 Value Of Production
In Million U.S. Dollars

By Agricultural Category

Produced In:	Principal Crops ($000)	Principal Crops % State Ag	Principal Crops % U.S. Crop	Meat Animals and Poultry ($000)	Meat Animals and Poultry % State Ag	Meat Animals and Poultry % U.S. Meat	Milk ($000)	Milk % State Ag	Milk % U.S. Milk	Ag Total ($000)	Ag Total % U.S.
Illinois	6,441,806	76	8	1,734,987	20	4	359,352	4	2	8,536,125	6
Iowa	6,738,836	58	8	4,286,627	37	11	571,634	5	3	11,597,097	8
Minnesota	4,284,625	[illegible]	5	1,803,080	24	5	1,315,979	18	7	7,403,694	5
Missouri	2,753,825	54	3	1,811,902	36	7	385,518	8	2	4,771,245	3
Nebraska	3,800,130	58	5	2,593,591	39	7	187,600	3	1	6,571,321	5
North Dakota	2,487,977	80	3	512,135	16	1	125,370	4	1	3,125,482	2
South Dakota	1,556,183	49	2	1,401,505	44	4	227,004	7	1	3,184,692	2
Wisconsin	2,107,214	34	3	1,056,821	17	3	3,077,400	49	17	6,241,435	5
U.S. Total	62,134,371	NA	100	30,220,910	NA	100	18,446,686	NA	100	139,791,977	100

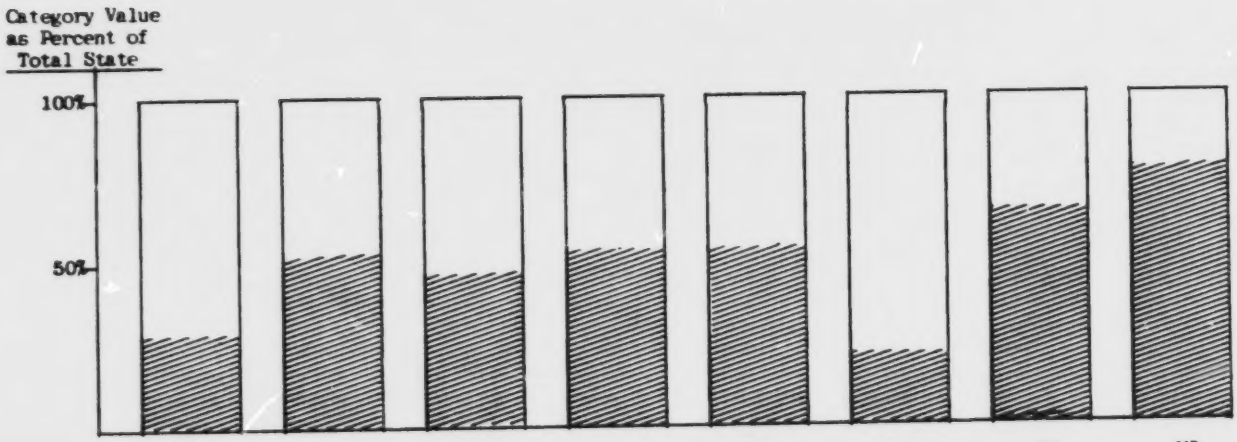
Source: U.S. Department of Agriculture.

II. MIDWEST DESCRIPTION AND KEY MARKET TRENDS . . .

A. Eight State Area (Continued)

The table below depicts the relative importance of crop versus livestock and livestock products production within each state. Iowa is the largest overall agricultural producer, but has less crop production than Illinois. Wisconsin has a larger percent of livestock and livestock products production than Iowa, but the value of cash receipts of the category is smaller.

Categories of Farm Marketings
Based on Value of Cash Receipts — 1981



	IL	IA	MN	MO	NE	ND	SD	WI
Total State Value (Million U.S. Dollars)	$7,645	$10,715	$6,912	$4,224	$6,376	$2,803	$2,789	$5,215
Five Leading Commodities Ranked by Cash Receipts	Corn Soybeans Hogs Cattle, calves Dairy products	Corn Cattle, calves Hogs Soybeans Dairy products	Dairy products Corn Soybeans Cattle, calves Hogs	Cattle, calves Soybeans Hogs Dairy products Wheat	Cattle, calves Corn Hogs Wheat Soybeans	Wheat Cattle, calves Sunflowers Barley Sugar beets	Cattle, calves Wheat Hogs Dairy products Corn	Dairy products Cattle, calves Corn Hogs Potatoes

Livestock and livestock products

Crops

Source: U.S. Department of Agriculture, 1983 Fact Book of U.S. Agriculture.

A. Eight State Area (Continued)

The importance of each of the eight states in contributing to the United States leading commodity production is highlighted below. The eight states rank among the top ten producers in 16 of the leading 25 commodities produced in the U.S.

Leading States Commodities by Value of Cash Receipts -- 1981

Commodity	U.S. Crop Rank	Position Within 10 Leading State Producers							
		IL	IA	MN	MO	NE	ND	SD	WI
Cattle and Calves	1	-	4	10	9	2	-	7	-
Dairy Products	2	-	8	4	-	-	-	-	1
Corn	3	2	1	5	-	3	-	-	8
Soybeans	4	1	2	3	5	10	-	-	-
Wheat	5	-	-	7	10	9	2	-	-
Hogs	6	2	1	3	5	6	-	-	-
Cotton Lint, all.	8	-	-	-	10	-	-	-	-
Hay	12	-	-	9	-	3	-	-	-
Rice	13	-	-	-	6	-	-	-	-
Potatoes	14	-	-	8	-	-	6	-	5
Sorghum Grain	15	-	-	-	4	3	-	7	-
Sugar Beets	16	-	-	2	-	6	4	-	-
Turkeys	17	-	7	3	5	-	-	-	-
Forest Products	22	-	-	-	-	-	-	-	5
Barley	23	-	-	4	-	-	1	8	-
Dry Beans	25	-	-	8	-	3	5	-	-

U.S. crops for which none of the eight states ranks among the top 10 producers are listed below.

Commodity	U.S. Crop Rank
Broilers	7
Eggs	9
Greenhouse/Nursery	10
Tobacco	11
Oranges	18
Grapes	19
Peanuts	20
Tomatoes	21
Apples	24

Source: U.S. Department of Agriculture, 1983 Fact Book of U.S. Agriculture.

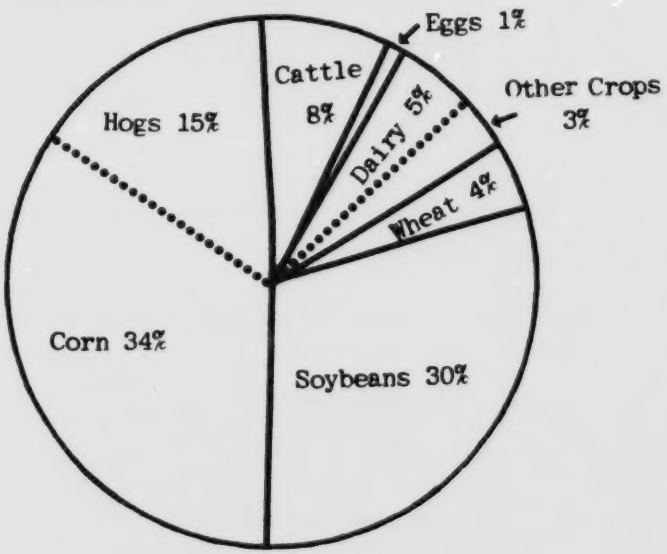
A. Eight State Area (Continued)

Each state has a different commodity profile which would tend to influence the size of the market for commodity-specific construction products. For example, hog production in Iowa is greater than in Illinois which implies the market for products such as hog confinement systems is also larger in Iowa than Illinois. Two points are important to consider, however.

Marketing hog confinement systems in Iowa has the same requirements and follows similar patterns as marketing similar products in Illinois.

Although Iowa has greater hog production, Illinois still represents a sizeable market for hog-related construction products.

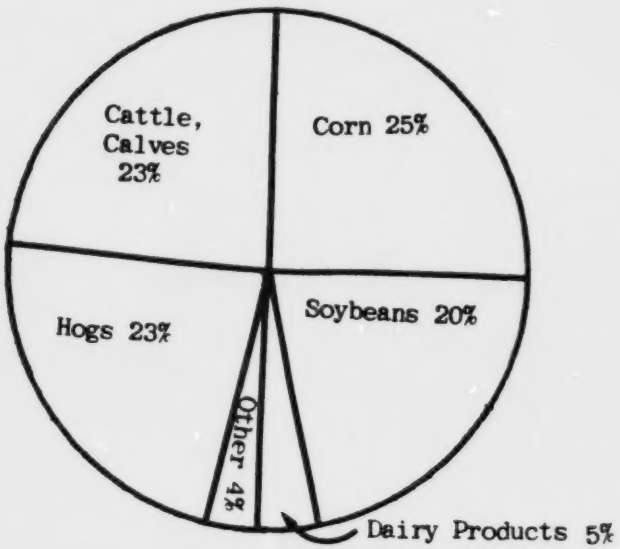
Cash Receipts from Farm Marketings
Illinois, 1981
(Percent of All Commodities)



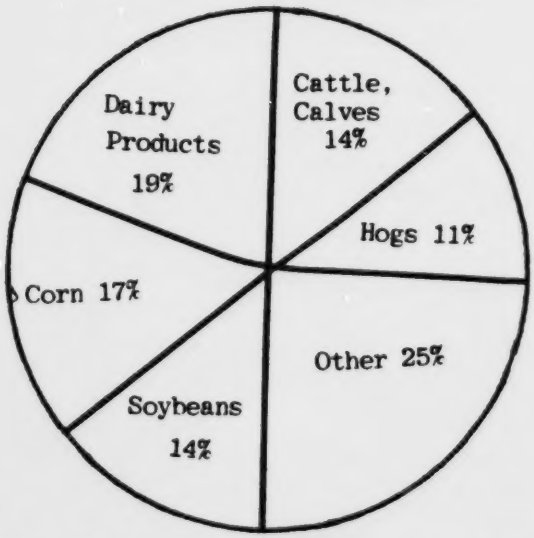
Source: Illinois Cooperative Crop Reporting Service, Illinois Department of Agriculture and U.S. Department of Agriculture, Illinois Agricultural Statistics, 1982.

A. Eight State Area (Continued)

Cash Receipts from Farm Marketings
Iowa, 1981
(Percent of All Commodities)



Cash Receipts from Farm Marketings
Minnesota, 1981
(Percent of All Commodities)

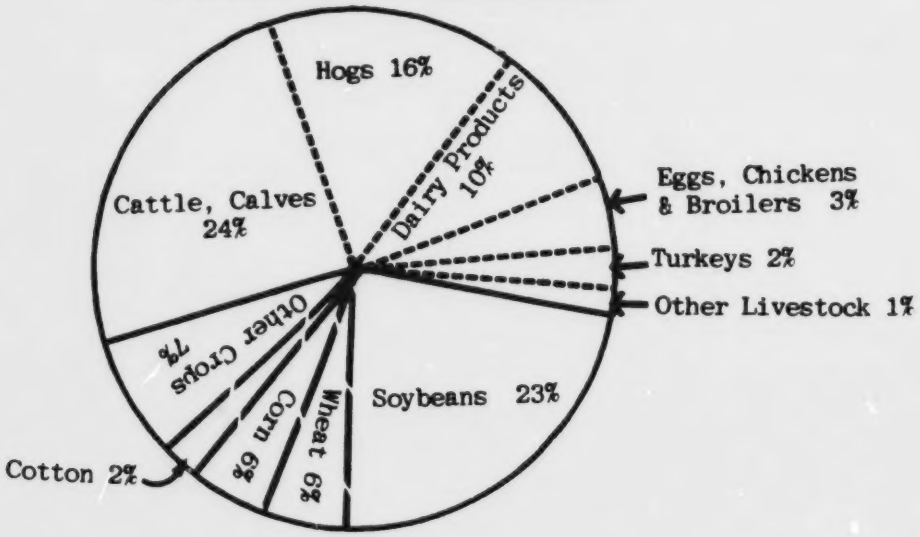


Source: U.S. Department of Agriculture,
1983 Fact Book of U.S. Agriculture.

II. MIDWEST DESCRIPTION AND KEY MARKET TRENDS . . .

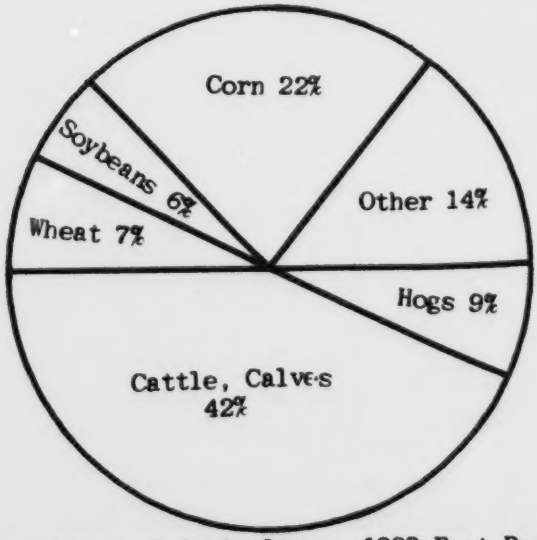
A. Eight State Area (Continued)

Cash Receipts from Farm Marketings
Missouri, 1982
(Percent of All Commodities)



Source: Missouri Department of Agriculture, 1983 Missouri Farm Facts

Cash Receipts from Farm Marketings
Nebraska, 1981
(Percent of All Commodities)

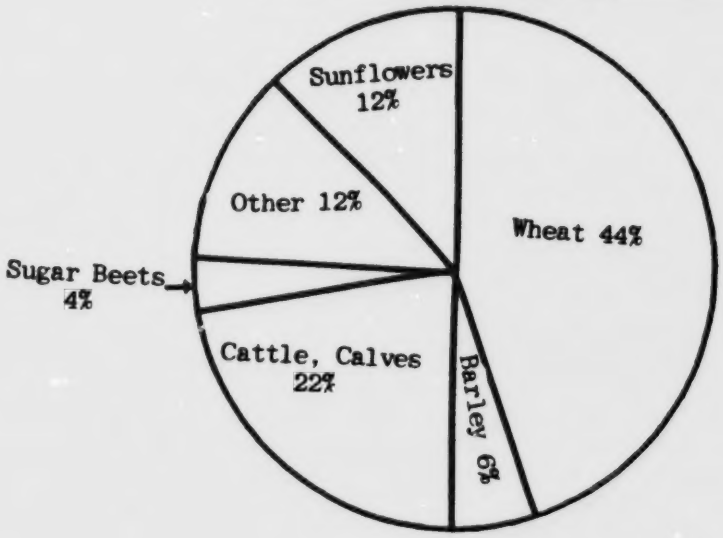


Source: U.S. Department of Agriculture, 1983 Fact Book of U.S. Agriculture.

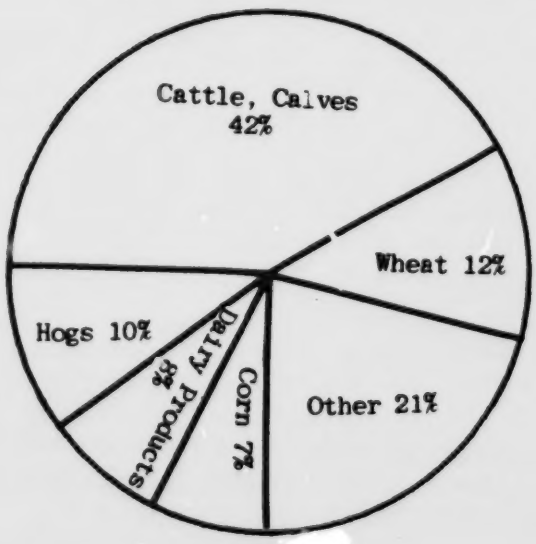
II. MIDWEST DESCRIPTION AND KEY MARKET TRENDS . . .

A. Eight State Area (Continued)

Cash Receipts from Farm Marketings
North Dakota, 1981
(Percent of All Commodities)



Cash Receipts from Farm Marketings
South Dakota, 1981
(Percent of All Commodities)

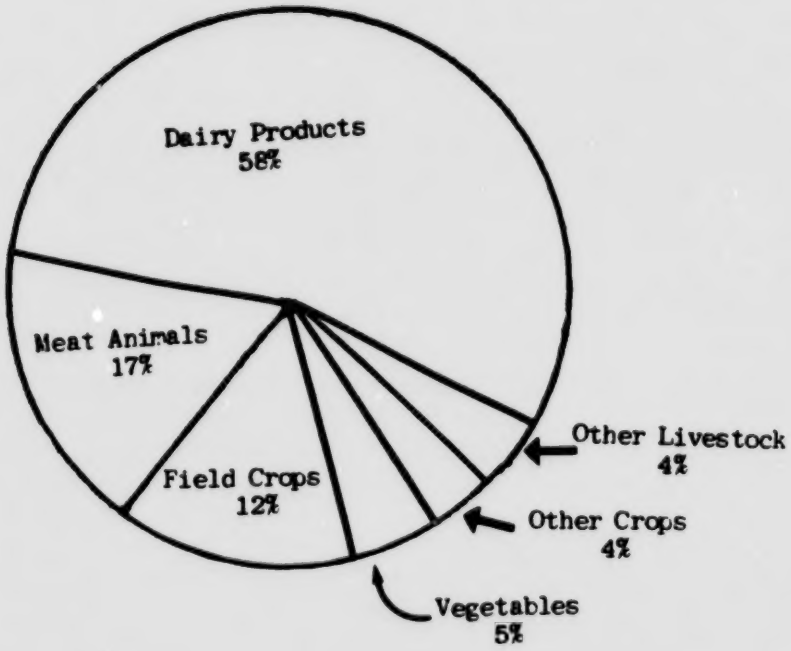


Source: U.S. Department of Agriculture,
1983 Fact Book of U.S. Agriculture.

II. MIDWEST DESCRIPTION AND KEY MARKET TRENDS . . .

A. Eight State Area (Continued)

Cash Receipts from Farm Marketings
Wisconsin, 1980
(Percent of All Commodities)



Source: Wisconsin Department of Agriculture and U.S. Department of Agriculture, Wisconsin Agricultural Statistics 1983.

HAYES HILL INCORPORATED

A. Eight-State Area (Continued)

Each of the eight states, as well as all other states in the U.S. has very local or decentralized agricultural operations and organizations. The levels of organization of agricultural activity in the United States is shown below.

Federal	---->	U.S. Department of Agriculture (U.S.D.A.)
State	---->	State Departments of Agriculture State Development Authorities Cooperative Extension Service (CES)
County	---->	Regional offices of above
Co-ops (Farmers)	---->	Federal Land Bank Association Production Credit Association

The U.S.D.A. has a network of agricultural Service Centers established in each county of every state in the U.S. to manage all federally funded functions that impact the local level. These functions include the following.

PIK (payment-in-kind program)
Soil Conservation
Farmers' Home Administration (FHA) — low interest loans

The State Departments of Agriculture are more active as regulatory and inspection agencies than as service organizations for the farmer. Farm Development Authorities handle loans to the farmer that are funded by the State. The broadest-based activity and assistance for the farmer is coordinated through the Cooperative Extension Service at each state.

CES is the educational arm of the U.S.D.A. The Extension Service is coordinated through one university in each state, typically, a large state university. Appendix C lists the names of the universities and CES personnel for each of the eight states. The function of the service is to act as a liason between university agricultural research and practical, on-the-farm application. A CES office is located in most of the 3,138 counties in the U.S. The service provides informal education, materials, fact sheets and publications and evaluates new ideas in farming covering a wide range of topics, such as the following.

Alternative energy
New building design and turnkey systems
Weed and insect control
Land management
Marketing
Family living
Food and nutrition

A. Eight-State Area (Continued)

The service is free to all residents of the state and is funded from three source levels: federal (U.S.D.A.), state, and local. Funds are coordinated at each university (state level) as are the states' 4-H programs and state fairs.

The Extension Service in each state may be an important source of unbiased, new ideas for farmers. New agricultural products and procedures may be tested by the services prior to widespread acceptance by farmers. The role of the individual county CES office within the rural community varies from office to office, depending on the expertise of the personnel, the availability of other information, and many other factors. In some cases, it may be desirable for Canadian equipment manufacturers to present new products to county CES offices for evaluation.

Farmer cooperatives (co-ops) are voluntary groups consisting of member farmers that form a coalition for efficient financing, marketing and/or supply of agricultural-related functions. Most farmers use cooperatives for one reason or another — to market their products, provide their supplies and procure needed services.

Multiple memberships are high as many farmers belong to more than one co-op. Cooperative activity within states varies as shown below based on local preferences and view of cooperatives.

Number of Farmers' Cooperatives, 1979

State	Headquartered in State	Doing Business in State
Illinois	292	314
Iowa	387	418
Minnesota	741	766
Missouri	127	145
Nebraska	290	314
North Dakota	431	447
South Dakota	244	260
Wisconsin	410	435

Source: U.S. Department of Agriculture, Agricultural Statistics 1982

II. MIDWEST DESCRIPTION AND KEY MARKET TRENDS . . .

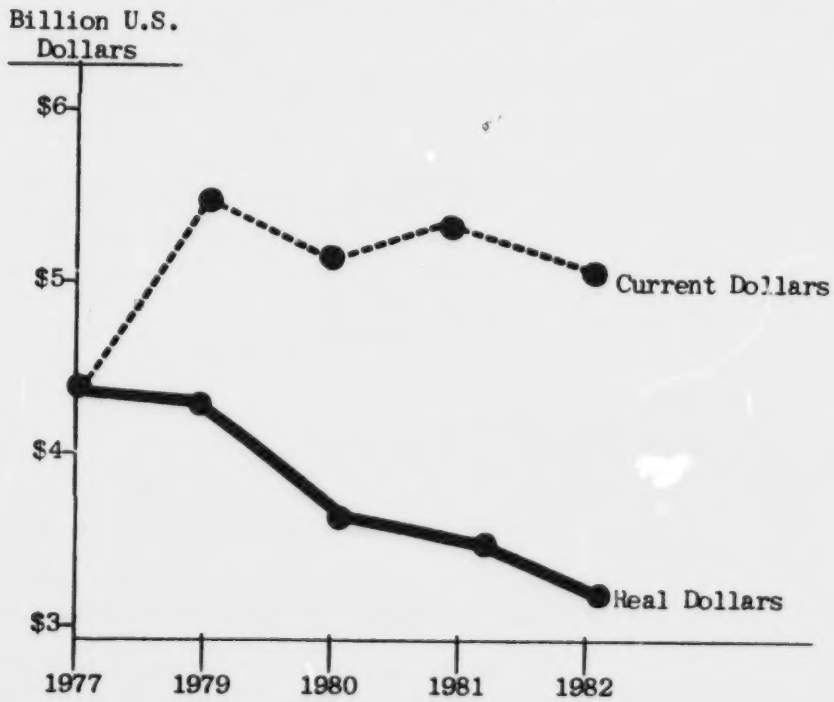
A. Eight-State Area (Continued)

Although Minnesota leads all states in the U.S. in number of cooperatives and memberships, it is second in cooperative business volume. Iowa leads all states with cooperative business volume of $4.9 billion in 1980 and Minnesota follows with $4.3 billion. Farmers obtain about 20 percent of farm supplies from co-ops, at a value of more than $16 billion. Farmers obtained more than $1.2 billion worth of farm-related services and loans through co-ops.

B. Key Market Trends

The value of nonresidential farm construction has declined in real and fluctuated in current U.S. dollars since 1977 as shown below.

Value of New Non-Residential Farm Construction in the U.S.



Source: U.S. Department of Commerce, Bureau of Economic Analysis, National Income and Product Accounts.

B. Key Market Trends (Continued)

A number of factors are believed to have reduced agricultural construction during this period throughout the United States.

- High interest rates
- Falling real farm income
- Slow down in rate of price appreciation of farm real estate
- Limitations on loan activities of the Federal Land Banks and Farmers Home Administration

A reverse of any or a number of these factors would increase agricultural construction.

Interest Rates

Interest rates rose steadily during most of the 1970's, and as they rose, new construction became very costly. Many building projects were stalled or revised for more economical designs or flexible-use applications. Dedicated-use building systems such as round grain bins became less popular as flat wall buildings could satisfy a broader range of storage needs -- from grain to machinery.

In the past, farmers would tend to erect buildings if they could afford them. During the 1970's farmers began to scrutinize on-farm needs for each new construction project. Even today, as interest rates have fallen and construction is more affordable, new construction projects must provide cost effective and improved farm operations.

Farm Income

As interest rates rose during the 1970's, inflation devalued farm income. Other factors also contributed to falling farm income.

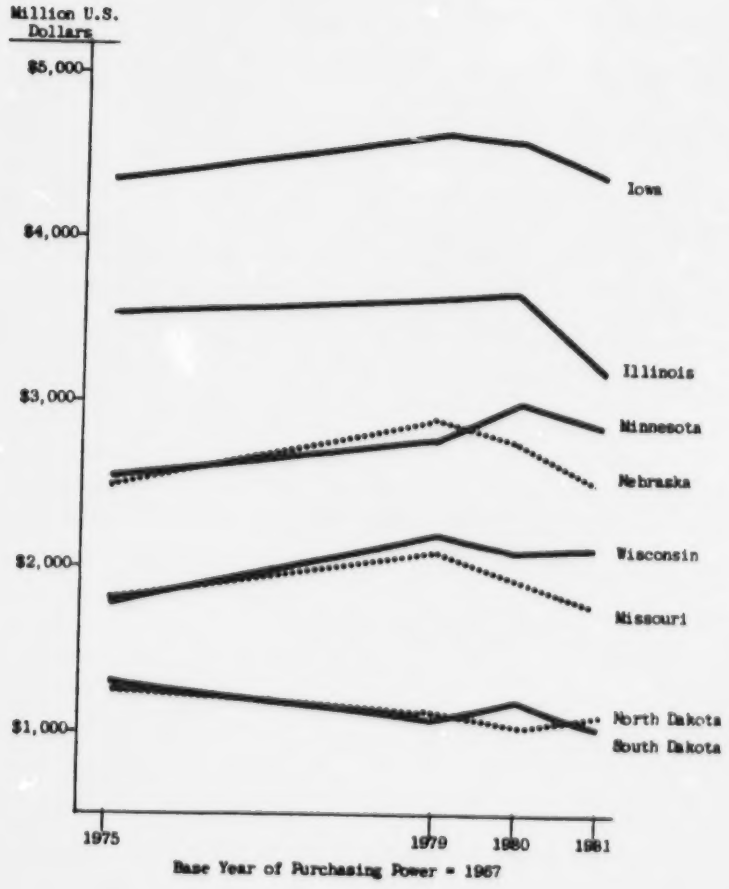
- Food price increases paid by consumers were absorbed by food processors and packagers more so than by farmers.
- The export grain market is an important tool of U.S. international trade policy. Such policies as the Soviet grain embargo had a negative impact on farm income.

B. Key Market Trends (Continued)

- Livestock has been impacted by changing consumer taste preferences and diet consciousness. Pork and, to a lesser extent, beef consumption has declined relative to poultry with increasing consumer awareness of cholesterol and incidence of cardiovascular disease.

Although farm income has increased, the real value or purchasing power of that income has declined in most of the eight states, as shown below.

Purchasing Power of Farm Income



Source: U.S. Department of Commerce, Bureau of the Census, Statistical Abstract of the United States 1982-83.

B. Key Market Trends (Continued)

Farm gross income is expected to increase slightly in 1983, from $154.4 billion in 1982 to $168.5 billion, including inflation. Interest rates and inflation are working in favor of increased farm income.

The continuation of dairy price supports will help farm income by ensuring a captive unconditional market for milk, even as the level of the price support might vary. The PIK (payment-in-kind) program is expected to raise farm income in the same manner. Although the program will raise farm income, it will tend to reduce the need for storage thereby negatively impacting the agricultural construction market. The net result of increased farm income should be a positive impact on agricultural construction.

Farm Real Estate Price Appreciation & Lending

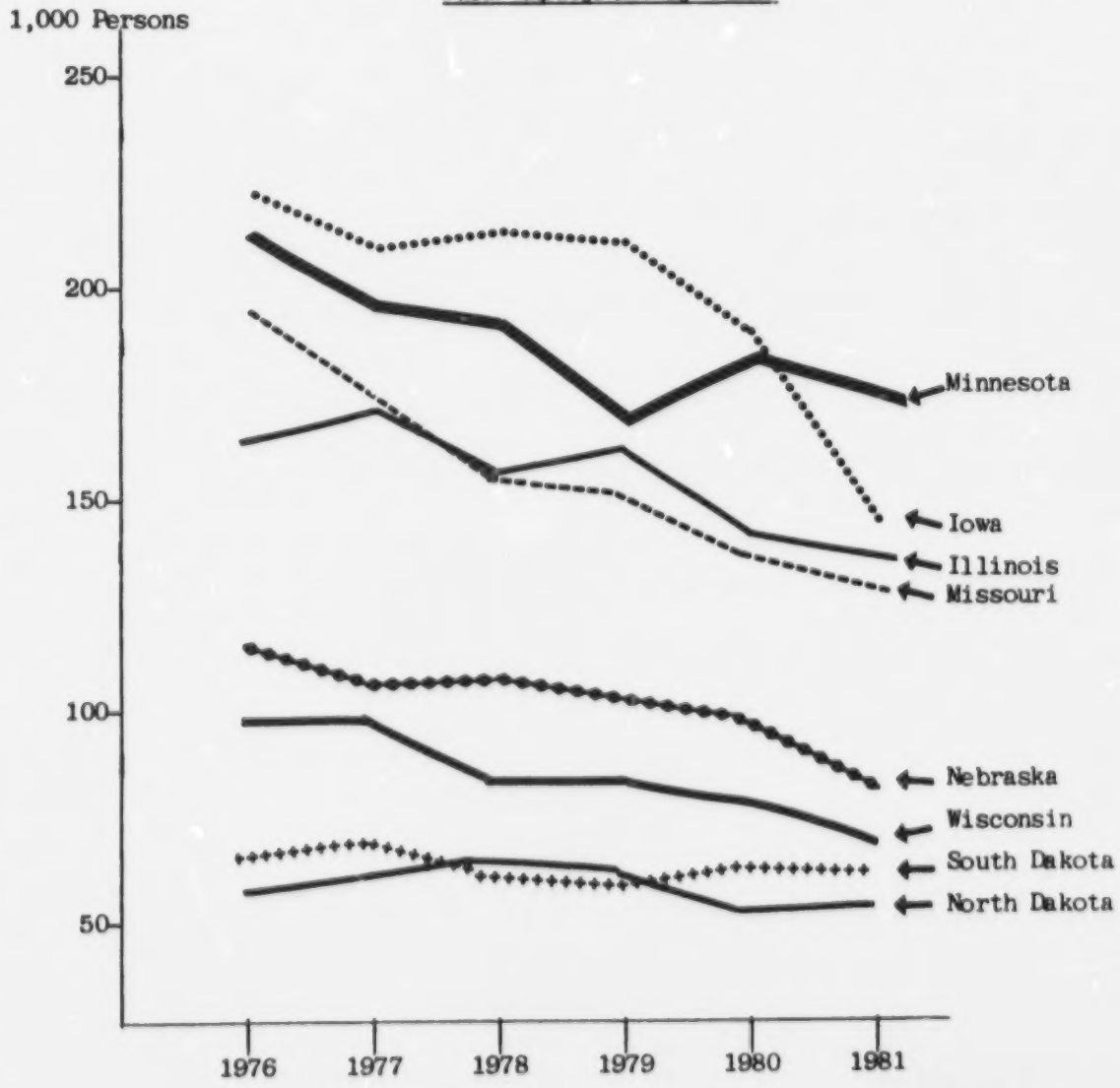
As inflation increased during the 1970's, the value of real property rose dramatically. But as interest rates rose and farm income declined, price appreciation of farm real estate slowed. The high cost of money depressed loan activity and the falling farm income created more risk in the loan situation. Lenders such as the Federal Land Bank and the FHA were forced to increase limitations on loan activity.

Fewer people in a position to buy tended to create more of a "buyers market" which put downward pressure on real estate prices. Lending activity has since picked up. This should positively impact agricultural construction.

B. Key Market Trends (Continued)

These factors contributed to a decline in farm employment and the number of farms in most states as shown below and on the following page. Although consolidation of the number of farms has occurred, there has been no change in the amount of acreage farmed in each state.

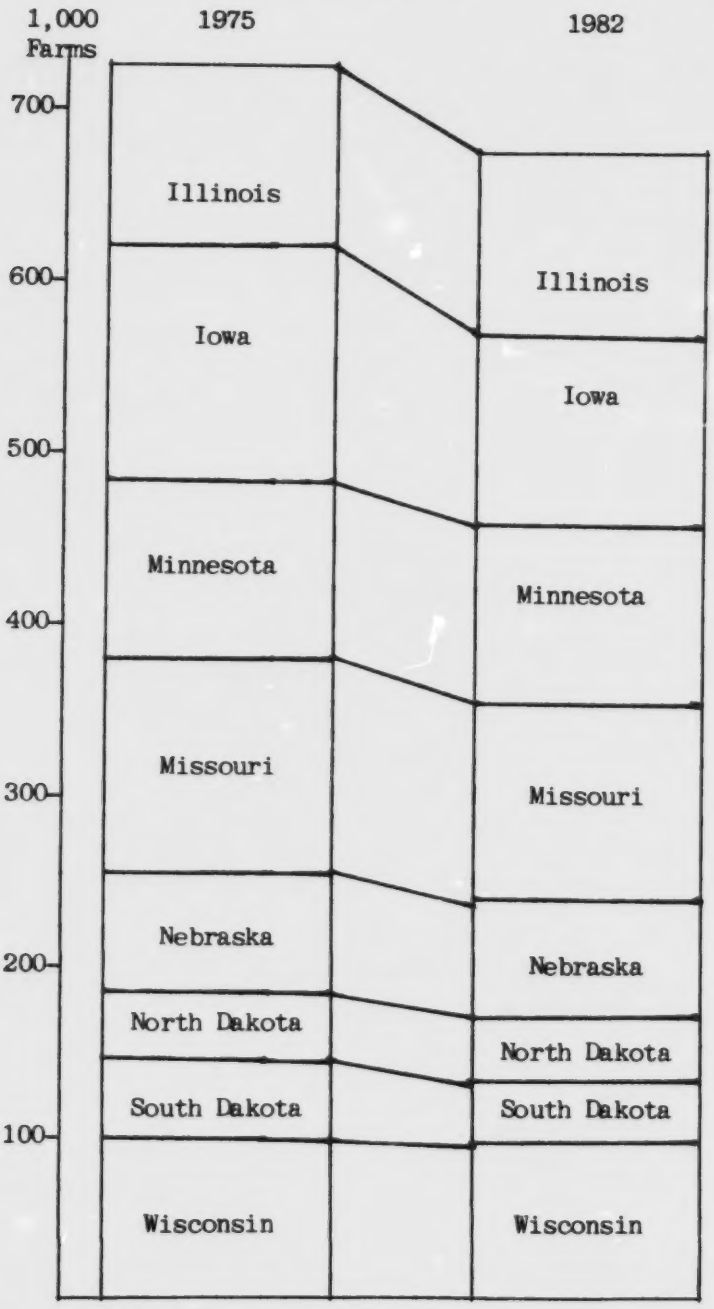
Farm Employment By State



Source: U.S. Department of Agriculture, Agricultural Statistics.

B. Key Market Trends (Continued)

Number of Farms



Subtotal 8 States	726	671
Total U.S.	2,521	2,400

Source: U.S. Department of Agriculture, Agricultural Statistics.

B. Key Market Trends (Continued)

In general, the agricultural construction market appears to be making a slow rebound with the economy, but a significant market improvement seems unlikely during the next couple of years. Market estimates are shown below.

	1982	1983 E
Farm Gross Income (Billion Current U.S. Dollars)	$154.4	$168.5
Value of New Nonresidential Farm Construction (Billion Current U.S. Dollars)	$ 5.1	$ 5.5

Source: U.S. Department of Commerce, Bureau of Economic Analysis, National Income and Product Accounts and Hayes/Hill estimates.

Some longer-term trends may help to improve the market.

- Farm energy needs and availability of alternative energy sources —

  As the cost of energy has risen, farmers, like other businesses have faced the increasing energy-intensiveness of their business. Means of controlling costs include new forms of energy such as solar and grain alcohol, both of which require new building designs to incorporate specialized equipment.

- Farm and farm income consolidation —

  The number of farms in the U.S. is shrinking. Farmers have been buying out other farmers and neighbors have been joining forces, consolidating as larger corporate entities. Although there are fewer farms, there are larger, more efficient customers that can better afford new agricultural construction.

B. Key Market Trends (Continued)

- Turnkey systems specification --

  Turnkey systems specification is a means of designing, ordering and building grain and livestock systems as one job, where the customer goes through one source of supply. Currently, turnkey construction is not prevalent in the farm segment, but is the normal procedure for commercial agricultural structures such as grain elevators.

  The systems approach to building is experiencing a slight positive trend in the farm segment, however, particularly in more complicated, critical livestock shelters and in large construction projects in general. Building a system, where the building shell and interior equipment are all specified at one time and sourced with one dealer or builder, is more sophisticated and costly than a non-systems approach.

  Because turnkey is costlier, it has not become an important means of specifying and selling product. As cost pressures are relieved, turnkey may become more important.

III. DISTRIBUTION CHANNELS

The distribution channels that are employed to move agricultural construction products to farmers vary by the type of product. Five product categories are described in this section with respect to characteristics that lead to certain distribution channels over others.

A. Product Characteristic Influence on Distribution Channels

> The distribution channels used in the agricultural construction market are diverse and not very straightforward. The market is highly fragmented with thousands of consumers (farmers) and retail outlets and dealers in widely dispersed, hard-to-reach geographic areas. Very few products, even if similar in function, flow through identical distribution channels.

But the market was not always so fragmented. During the 1970's when the economy was healthier, similar products tended to move through similar distribution channels. As the economy declined, the many dealers and retail outlets that served the agricultural construction market suffered, and began to carry additional products to stay in business. The fragmentation that exists in the market today is a result of economic pressure.

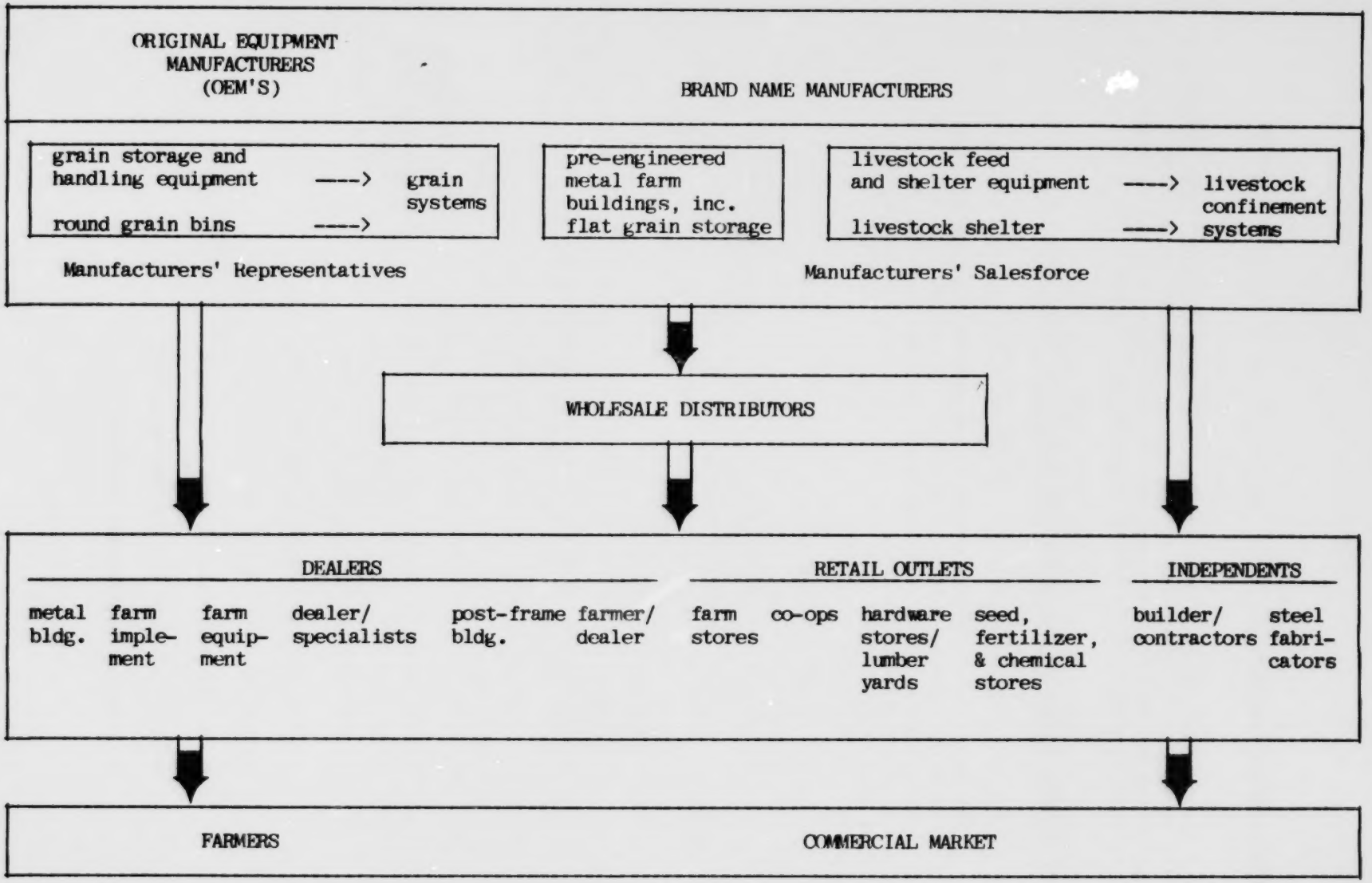
> Manufacturers of agricultural construction products have more distribution options today than existed during the 1970's.

The diagram on the following page depicts the levels of distribution in the agricultural construction market.

Some generalizations can be made with respect to product categories and channels of distribution, however. The following five product categories are analyzed in this section with respect to similarities and dissimilarities in distribution channels.

- Grain storage and handling equipment
- Round grain bins and systems
- Pre-engineered metal farm buildings
- Livestock feed and shelter equipment
- Livestock confinement systems

AGRICULTURAL CONSTRUCTION MARKET PARTICIPANTS



Dealers Retail Outlets Independents

HAYES/HILL INCORPORATED

A. Product Characteristic Influence on Distribution Channels (Continued)

The next section of the report contains a description of the channel members (types of retail outlets and dealers, etc.) in more detail.

Typically, a chart like the one presented on page 24 has arrows from level to level describing which products are sold through a particular type of outlet or dealer. As is described earlier, most products are sold through all outlet and dealer types which, if depicted in detail would clutter the diagram.

In general, however, there are certain product characteristics that would tend to favor certain distribution channels over others. These characteristics include the following.

- product end-use -- degree of complexity, i.e., bulk crops versus living things (livestock)
- product size and relative ease of installation
- replacement basis of product and related service and repair requirements

Product End Use -- Degree of Complexity

The first product characteristic that tends to influence distribution channels is the type of end use of the product -- whether it involves grain or other principal crops versus livestock.

The end use application of livestock products is more complex than that of grain products. Since animals rather than bulk grain is being stored, livestock buildings pose special building considerations.

- Level floors
- Cement foundations
- Drainage
- Ventilation and heating
- Etc.

A. Product Characteristic Influence on Distribution Channels (Continued)

As a result, agricultural contractors tend to specialize in either grain or livestock; few get involved in both types of construction. Livestock tends to require dedicated livestock specialists versus grain where almost anyone can erect a grain bin. As a result, many types of retail outlets, dealers and independents are involved in grain, and far fewer specialize in livestock.

In general, products with livestock end use application tend to be sold through specialized livestock builder/dealers, and grain products tend to be sold through all other channel members.

Product Size -- Ease of Installation

The second product characteristic that tends to influence distribution channels is the product size and relative ease of installation.

Products that are small both physically and in terms of construction value or cost can be handled by more dealer and retail outlet types. Smaller size products are generally easier to install and therefore are not solely dependent upon builders to place on the farm.

Installation of these products will typically be done by the farmer, so the erection services of a builder/dealer is not required. Therefore, farmers can easily buy these products from retail outlets that do not emphasize erection services. Or farmers may purchase the products from builder/dealers but forego use of the dealer's erection services.

Equipment tends to fall within the small size product category. Specifically, grain storage and handling equipment and livestock feed and shelter equipment tend to be smaller size products that are easily installed by farmers. Their relative small size also makes these equipment items easier to carry by wholesale distributors.

A. Product Characteristic Influence on Distribution Channels (Continued)

Depending on actual size and value, pre-engineered metal farm buildings may have distribution channels similar to equipment. Pre-engineered metal farm buildings tend to be simple products that end users can erect themselves. Therefore, farmers can buy these products from retail outlets that do not emphasize erection services or from builder/dealers, foregoing their erection services.

Because their size is bigger than equipment and not as readily shipped, pre-engineered metal buildings tend not to move through wholesale distributors. Yet because the dollar value of these products tends to be greater than equipment items, manufacturers can sell direct to retail outlet chains as well as to builder/dealers and even direct to farmers.

Large size and value products are more difficult to install. Therefore, end users tend to rely on suppliers for erection services whereas retail outlets may offer the service, but it tends to be outside the mainstay of their business which is product rather than service-focused. Of course, exceptions to this generalization can easily be found.

Systems -- both grain and livestock confinement tend to fall into the larger size category. New construction systems often depend upon local design, specification and erection services which are most frequently offered by builder/dealers, and to a lesser extent, by independents and retail outlets. These systems have long delivery lead times and are most often ordered by builder/dealers direct from the manufacturer.

Replacement Basis of Product

The third product characteristic that tends to influence distribution channels is the replacement basis of the product and the required service and repair level.

Frequently replaced items tend to be smaller, less expensive products that are more readily replaced than repaired. Therefore, the service requirements for these products are minimal.

Frequently replaced items also tend to represent less important or intently considered purchases where the source of supply is less important than the product purchased. A high replacement basis indicates the need for decentralized and fragmented distribution. This type of distribution channel is close to the end-user, and has many parts.

A. Product Characteristic Influence on Distribution Channels (Continued)

Equipment tends to be more frequently installed on a replacement basis. Therefore, equipment is needed in stock at a variety of locations to ensure rapid delivery. This delivery need, aided by the relative smaller size of equipment encourages handling by wholesale distributors.

Depending on the complexity of the design, pre-engineered metal farm buildings require less evaluation and therefore represent less intently considered purchases than building systems, but more than equipment. Pre-engineered metal farm buildings are less a replacement item than equipment, yet the simpler designs have a relative ease of adding new construction. Therefore, although the replacement basis of pre-engineered metal buildings is not that great, the structures are added as new construction with relative ease and frequency.

Farmers like to have many dealers and retail outlets stock these simple structures, unlike equipment where they need to have decentralized and fragmented distribution due to the replacement nature of the products. For these simple structures, the source of supply is less important than the product. And since they have limited service and repair needs, they are sold by many retail outlet and dealer types.

Products that are infrequently replaced have greater service and repair requirements which are typically met by suppliers.

> The greater need for service and repair increases the importance of builder/dealers in selling the products.

For these products, the source of supply is as important as the product. Typically, building systems have a limited replacement basis and are installed as new construction projects. Builder/dealers, in particular turnkey dealer/specialists are key in this product category.

A summary of product categories, characteristics and distribution channels is shown on the following page.

	EQUIPMENT		PRE-ENGINEERED METAL FARM BUILDINGS	BUILDING SYSTEMS	
	GRAIN	LIVESTOCK		GRAIN	LIVESTOCK
Product Complexity	Very simple	Simple to somewhat complex	Simple to somewhat complex	Complex	Very complex
Product Specialization	Specialized	Specialized	Not specialized	Highly specialized	Highly specialized
Product Size	Small	Small	Medium to large	Large	Large
Product Value	Low	Low	Moderate	High	High
Installation Ease	Very Easy	Relatively easy	Very to relatively easy	Relatively easy	Difficult
Distribution Options	Most	Many	Many	Many	Fewer
Replacement Basis	Frequently replaced	Frequently to periodically replaced	Frequently added	Occasionally added	Occasionally added
Importance of Service	Not important	Can be somewhat important	Can be somewhat important	Can be important	Extremely important
Product Availability Required	Must be in stock	Should be in stock	Can be in stock	No stock — order from manufacturer	No stock -- order from manufacturer
Distribution Channels*	Wholesale distributors, retail outlets and dealers important	Wholesale distributors somewhat important; dealers are key	Wholesale distributors not important for simple structures; dealers are important	Wholesale distributors not involved; co-ops and many dealer types are important	Wholesale distributors not involved; dealer specialists are key

*Refer to page 24 for a complete listing of retail outlet and dealer types.

HAYES-HILL INCORPORATED

B. Product Category Analysis

As is described earlier, the agricultural construction market is highly fragmented. Only generalizations can be made regarding products and distribution channels as local (county-by-county) practices, dealer strength and product preferences ultimately determine the distribution channel in use. The particular strength of a given local dealer can significantly change the distribution channels used in that county or area. The generalizations that follow describe in more detail the types of distribution methods used for each product category.

Grain Storage and Handling Equipment

Manufacturers tend to compete in similar ways based on the markets their products serve. Equipment geared toward commercial (grain elevator) use tends to be sold on an OEM (original equipment manufacturer) basis to round grain bin and systems manufacturers. This occurs due to the importance of turnkey specification in the commerical market.

If a bin manufacturer's dealer network bids on a turnkey basis, then those dealers typically look to manufacturers to supply equipment as well as bins. In the farm market segment, turnkey specification is less frequent. In this segment, equipment manufacturers frequently sell on an OEM basis to bin manufacturers but also establish dealer networks or use wholesale distributors to reach retail outlets if the anticipated product sales volume is high. The types of dealers that are targeted include co-ops, farm stores and seed, fertilizer and chemical stores. These are traditionally thought of as retail outlets due to their inventory carrying nature, but can become authorized dealers for grain storage and handling equipment. Traditional dealers such as metal building and farm implement dealers are not typically targeted by the equipment manufacturers. These dealers become the established dealer network for the bin manufacturers.

B. Product Category Analysis (Continued)

Round Grain Bins and Systems

All manufacturers do not compete in the same way. Some are commercial market specialists; others serve only farmers and some serve both market segments.

The product offering at all types of bin manufacturers varies. Most manufacturers provide a full range of equipment with the bin, but manufacture only the bin and purchase the equipment. Few suppliers manufacture a complete system line -- bins, fans, loaders, floors, etc.

Turnkey specification has become more important in the farm segment and this trend is expected to continue. As it does, bin manufacturers will want to provide as complete a line as possible, even if the equipment is purchased.

The type of dealer network established varies across segments -- commercial versus farm -- and within the farm segment. Almost all commercial bins are specified as turnkey systems and metal building dealers are the key to the dealer network.

In the farm segment, metal building dealers are not the only type of dealer in the network. Dealers are targeted from already established operations that are involved in some type of agricultural related business.

- farm implement dealers
- farm equipment dealers
- turnkey grain bin dealer/specialists
- farmer/dealers
- builder/contractors

Farm implement and other dealers that are not heavily involved in building erection are not a major market force. They need construction crews to operate a bin business and so they have not served the market aggressively. They serve the market as an extension of their strength in other agricultural related businesses.

B. Product Category Analysis (Continued)

Turnkey grain bin dealer/specialists are authorized dealers of manufacturers such as Stormor; Grain Systems, Inc; Chicago Eastern; etc. These dealers are not exclusives of one bin manufacturer, but can carry competing product lines. Farmer/dealers account for a small portion of the dealer network and are very regional in their market approach, typically erecting bins for neighbors.

Manufacturers vary in their distribution approaches. Few use wholesale distributors to sell to dealers, but they may use wholesale distributors or manufacturers' representatives (reps) to identify potential dealers. Some manufacturers sell private label bins direct to farm stores, co-ops and large retail chains. In addition, there are instances of manufacturers selling direct to large farms located near the manufacturing site.

Pre-Engineered Metal Farm Buildings

Manufacturers compete in many different ways. The large manufacturers such as Butler and Behlen have established, exclusive dealer networks and do not use wholesale distributors. Smaller manufacturers also establish dealer networks but they are typically based on non-exclusive dealerships drawn from other small metal building dealers, farmer/dealers and independent builder/contractors.

These manufacturers may use wholesale distributors if product size permits handling and expected product sales volume is high. More typically, however, smaller manufacturers will sell direct to large retail chains or co-ops if they want to sell outside their dealer network. In addition, manufacturers can sell direct to farmers located near the manufacturing site.

Livestock Feed and Shelter Equipment

Manufacturers tend to compete in more similar ways than in grain equipment due to the specialization of livestock products. Equipment manufacturers can sell on an OEM basis to livestock system manufacturers and/or establish dealer networks. Dealer networks in large part consist of equipment dealers and post-frame (pole-frame or wood structural building) dealers.

B. Product Category Analysis (Continued)

There is some overlap in dealer entities in that one dealer can be both a post-frame and equipment dealer. In some cases, farm implement dealers may also be part of the dealer network. In general, there is less frequent use of wholesale distributors and retail outlets than with grain equipment. Retail outlets will carry only simple pieces of equipment such as waterers and feeders which may be sold direct by the manufacturer or by wholesale distributors.

Livestock Confinement Systems

Manufacturers of livestock systems operate in more varied ways than do manufacturers of livestock equipment. Most large manufacturers establish dealer networks of turnkey dealer/specialists. These dealers are typically drawn from existing equipment dealers.

Large companies, such as Butler have established dealer networks that are distinct from their grain system and metal building dealers. These livestock confinement system dealers, however, are not exclusive and may carry competing product lines. Some smaller manufacturers build dealer networks with post-frame dealers as well.

In general, far fewer dealers exist within the network for livestock systems as compared to that for grain systems or pre-engineered metal buildings. Some highly specialized livestock systems manufacturers sell direct to farmers and co-ops. When direct sales are made, the manufacturers either provide erection crews or work closely with the builder/contractor assisting the farmer. Wholesale distributors are infrequently used in the market due to the specialized product nature.

The channel members in the agricultural construction market are numerous and not distinctly definable. Retail outlets may become authorized dealers, farmers may become dealers, and one type of dealer may become authorized to distribute other categories of product. An extensive amount of overlap exists in the activities of the retail outlet and dealer types shown on page 24. The section that follows contains descriptions of these activities.

IV. MARKET PARTICIPANTS

Market participants operate in varied ways and have different degrees of importance depending on the product being sold. Eight types of market participants are described in this section. Manufacturers are described by two roles -- as suppliers and as channel members for products sold on an OEM basis. In addition, seven channel members are described.

A. Manufacturers

The agricultural construction market is characterized by many small, and a few very large manufacturers. Due to the fragmentation of the industry and a highly decentralized demand base, it is very difficult for manufacturers to reach national scope.

Most manufacturers serve regional markets surrounding their manufacturing location. This holds true for two reasons. First, the agricultural base of the region varies, and with it, the demand for a particular product. For example, a grain auger manufacturer in Nebraska (see map on page 5) may serve nearby, high grain producing states such as Iowa, South Dakota, and Illinois. But the same manufacturer may not want to serve Wisconsin which is a low grain producing state, as it would not be cost effective selling.

The second factor leading to regional market participation is distribution cost. As products become larger and more costly to ship, manufacturers can remain price competitive in regional versus national markets. For this reason, a dairy confinement system manufacturer in Wisconsin is unlikely to serve Florida, which is also a high milk producing state yet located 1,500 miles away.

The few large manufacturers have national dealer networks that contribute to high selling costs. In the past, higher selling prices to farmers which covered these high costs, were acceptable because farmers had specific brand preferences. Farmers were willing to pay a 20 to 25 percent price differential to buy the leading national brand. This preference created dealer strength throughout the network, as farmers kept going back to the same local dealer for repeat purchases.

As the economy worsened, however, farmers became less willing to pay high price premiums for national brands. They started to evaluate many sources for product including regional dealers and outlets carrying non-recognizable brands. The strong dealer franchise of the national dealer networks began to erode. Today, price premiums for national brand products have eroded to about 10 to 15 percent. Many farmers may be willing to pay this differential when the source of supply is important and they have a strong relationship with the dealer.

A. Manufacturers (Continued)

Small manufacturers compete more effectively on a price basis, particularly when installation, service, and repair requirements are low. Small manufacturers can also serve effectively other manufacturers on an OEM basis.

Small manufacturers can serve the market in a number of ways, depending on their product offering. In general, there are three types of selling efforts.

- Direct
- Wholesale Distributors
- Dealer Network

Section V, Market Access, contains a description of how Canadian manufacturers might undertake these efforts. As described on pages 47-48 of Section V, manufacturers' representatives are sometimes used in place of or in addition to company-employed sales representatives to help in these selling efforts. Such use is not common, however.

B. Wholesale Distributors

Wholesale distributors buy product from manufacturers for resale to dealers and retail outlets. Wholesale distributors receive quantity discounts on large volume purchases and are therefore only interested in carrying high sales potential products with fast turnover that are readily transported. Wholesale distributors therefore are used only for select product categories, typically equipment items that are not highly specialized.

The function they provide manufacturers is customer reach -- the ability to cover large geographic areas without having to support an internal sales force. The service they provide their customers is product availability and the opportunity to buy in small quantities, avoiding slow inventory turns and stock-outs.

Each major wholesale distributor covers a significant portion of the U.S. -- up to as much as one-third of the country -- through regional offices, territory managers and a field sales force. Most wholesale distributors cover only a portion of the United States as opposed to being national in scope, and receive exclusive coverage rights from manufacturers for a given geographic territory. Therefore, a manufacturer typically must select one wholesale distributor for each section of the U.S. it wants to serve.

B. Wholesale Distributors (Continued)

Most agricultural wholesale distributors focus on crop rather than construction products. Products such as tillage equipment, chemical applicators, cultivators, etc., are high volume agricultural products that wholesale distributors can carry profitably. The primary customer segment for these wholesale distributors is farm implement dealers that can can be thought of as crop rather than agricultural construction dealers. Wholesale distributors calling on these dealers extend their line to include construction products that have low service requirements and thereby improve the effectiveness of their sales calls.

The major thrust of business for wholesale distributors is selling crop products to farm implement dealers. Other significant market segments vary by geographic region and wholesale distributor, but include individual retail outlets and post-frame building dealers.

In general, construction products dealers infrequently buy from wholesale distributors. Authorized dealers usually receive good discounts and delivery from their manufacturer and will rely on wholesale distributors as a last source of supply in an out-of-stock situation.

Wholesale distributors make their money based on the discount provided by manufacturers. As a result, they are fairly price-sensitive. In general, wholesale distributors look for products that are price competitive with reliable quality.

Wholesale distributors prefer to carry products that have strong brand recognition by the farmer and an established reputation in U.S. agricultural markets. Brand name may be traded off for a less expensive product, however. The actual willingness of a wholesale distributor to substitute brand recognition for a lower price is highly variable, dependent upon many factors.

- The product
- Its function
- Farmer preferences within a region
- Historical purchasing patterns
- Competitive product offerings
- The size of the price differential
- Etc.

B. Wholesale Distributors (Continued)

Location of the manufacturer is not important, provided shipping costs are reasonable, given the location of the manufacturing facility and the wholesale distributor's territory.

Wholesale distributors are fairly receptive to Canadian manufactured goods. Philosophically, Canadian products are perceived more favorably than import goods in general, in that Canada is considered more like and friendly to the United States. Additionally, wholesale distributors have been willing to forego brand recognition to carry Canadian products as exchange rate differentials create effective price discounts for Canadian products.

Wholesale distributors are very satisfied with the Canadian products they sell in terms of quality, price, and availability. Canadian products are perceived much the same as their American counterparts due to comparable product quality and geographic proximity of manufacturing to served U.S. markets.

Trade shows are an important means of contacting wholesale distributors and building brand awareness and reputation in the U.S. market. Wholesale distributors like manufacturers to attend trade shows with the ultimate objective of introducing farmers to their products. Similarly, trade advertising in magazines aimed at farmers is important. Wholesale distributors tend not to get involved in agricultural construction trade shows and magazines, but instead focus on agricultural crop shows and publications.

C. Dealers

Dealers are independent businessmen involved in one or a number of agricultural related activities. They are typically authorized dealers of one or a number of products and sell those products to farmers in close proximity to the dealership.

Dealers are usually developed from existing business entities, such as hardware stores, lumber yards, seed fertilizer and chemical stores, or other dealers such as farm equipment dealers and post-frame dealers. Occasionally, farmers or independent builder/contractors become dealers.

C. Dealers (Continued)

It is not unusual then for any given agricultural construction business entity to be both a post-frame dealer and farm equipment dealer. Certain combinations of business entities do not occur, however.

- Farm stores and co-ops usually are independent and have no contractual dealership affiliation with specific manufacturers.
- Metal building dealers and post-frame dealers are distinct and separate.
- Full-line farm implement dealers for companies such as John Deere and International Harvester are exclusive company dealerships. They may sell other manufacturers' products but buy from wholesale distributors rather than direct from the manufacturer through a dealership agreement for resale.

Other combinations of business entities occur more frequently.

- Lumber yards may become post-frame building dealers if the local need exists. When dealers can be developed from other business entities, lumber yards compete with post-frame dealers.
- Seed, fertilizer and chemical stores may become farm equipment dealers, or dealer/specialists, particularly in grain.
- Metal building dealers frequently are farm equipment dealers as well.
- Farm equipment dealerships often combine with dealer/specialists and metal building dealers to yield turnkey dealer/specialists in either livestock or grain, although these combinations are more prevalent in grain.
- Farmer/dealers may get involved in any product such as post-frame buildings, grain equipment and bins and perhaps metal buildings with low service requirements and limited specialization.

IV. MARKET PARTICIPANTS . . .

C. Dealers (Continued)

As is described above, the many types of dealers cannot be discreetly defined. For example, a representative list of Midwest dealer names is not always indicative of the type of entity and business activity.

Company	Type of Entity
• Midwest Wire and Steel Co. Sioux Falls, SD	Post-frame dealer Hog and livestock equipment dealer
• Held's Grain Bin Sales, Inc. Wright City, MO	Farm equipment dealer Combined with dealer/specialist in grain bins for turnkey dealer/specialist
• Musselman Builders and Grain Co. Toulon, IL	Residential construction Pre-engineered metal farm building dealer Dealer/specialist in grain bins Farm equipment dealer in grain handling equipment Grain elevator owner
• Orly's Dairy Equipment Sales, Inc. Hortonville, WI	Farm equipment dealer - dairy only
• Carpenter Construction Co. Boone, IA	Dealer/specialist in grain bins Seed, fertilizer and chemical store

For simplification, dealers are discussed as a group and notable exceptions made where appropriate.

Dealers provide manufacturers with extensive geographic coverage coupled with on-site availability for installation, repair, and other ongoing service to farmers. Dealers provide their customers both product and service and often expertise in a particular product category. In addition, stocking dealers can provide immediate delivery and installation.

Dealers are the backbone of the distribution network for agricultural construction products.

C. Dealers (Continued)

Through established and ongoing goodwill, dealers establish brand loyalty for the products they handle. Goodwill is established through continued good work in cooperative efforts with manufacturers -- for example, timely delivery, reliable product, or sales assistance, if required. New projects or sales are made by dealer sales personnel which may include the owner/president, depending on dealership size.

Manufacturers use their own sales force or perhaps reps or wholesale distributors to identify and sign up dealers. This process is usually not a difficult one, but does require physical presence in the desired geographic market. The more difficult process is in weeding out dealers -- the productive from the unproductive.

Because "everyone does everything" in the agricultural construction market, it is difficult for manufacturers to determine which prospective dealers will be productive over time from those that want to establish a dealership because they or their neighbor plans to buy the product in question. Over time, unproductive dealers can be weeded out of the network if performance is monitored.

Dealers can also be identified at trade shows, but without a manufacturers' salesperson or rep with an understanding of the prospective dealer's region, unproductive prospective dealers are more difficult to screen. Productivity guidelines have fallen out of favor with manufacturers in the depressed economy, as they have wanted to keep open all avenues to a sale. What has not been regularly analyzed, however, is the cost of carrying unproductive dealers -- the discount allowed even on small purchases.

Dealers have been squeezed in the depressed economy. They have seen their customers go from brand name and reputation buyers to price buyers. They have also seen their customers become "shoppers," getting quotes and estimates from three times as many sources, creating a very price competitive market. Dealers have responded in a number of ways.

- Dealers carry less stock now, if any, and look to manufacturers for more rapid delivery.
- Dealers look to better price breaks from manufacturers so they can be cost competitive.
- Dealers take on more types of agricultural related activity.

C. Dealers (Continued)

Dealers want to represent manufacturers that have quality, reliable products that are priced competitively. When dealers buy equipment from a bin manufacturer, they are concerned not with the equipment manufacturer, but with the reliability of their own source of supply.

OEM supply is frequent enough that most dealers do not know if they carry any Canadian products. Furthermore, they do not care, so long as a reputable manufacturer stands behind them. Dealers are not opposed to carrying Canadian products on a branded basis, so long as they receive sufficient support.

Dealers can be reached through a variety of crop and construction trade magazines and trade shows. Dealers that were initially contractors are probably more receptive to building trade advertising. Dealer/specialists, on the other hand, are probably more receptive to advertising which targets particular farmers such as hog or dairy farmers. Due to the wide diversity of dealer types, as broad an advertising base as possible and appropriate to the product is recommended.

D. Farm Stores

A farm store is a small retail store which caters to the needs of local farmers and ranchers, supplying products and services. Farm stores are usually located in small towns serving as few as 100 to 150 customers. Farm stores' primary function is to provide products and services that meet the agricultural needs of the community which are not met by other retail outlets or dealers.

As the geographic area farm stores serve becomes more remote, their products and service offering expands; and the more remote the area, the more difficult it becomes for manufacturers to reach this customer segment. Manufacturers are likely, therefore, to serve only those farm stores direct that are nearby the manufacturing location, easily identified and contacted.

In addition, manufacturers may be able to reach stores located further away through wholesale distributors. One major trade publication, Farm Store Merchandiser, serves farms stores. Manufacturers that want to create awareness among farm store merchandisers could advertise in that publication; but with a limited advertising budget, other trade magazine advertising may be more effective. In general, farm stores are not a major customer segment for agricultural construction products.

E. Co-ops

Co-ops of interest in this study are farm cooperatives which have both marketing and supply functions. Many small agricultural co-ops have only crop marketing activities. Farm co-ops, on the other hand, buy machinery, supplies and agricultural construction products for resale to their member farmers as well as sell the crops produced by members.

Typically, agricultural construction products constitute a small portion of the co-op's supply sales dollar, but this varies according to the strength of local cooperatives in the geographic region. Co-ops are important business entities in the United States, numbering as many as 7,500 organizations. Some of these co-ops may have memberships as large as 500,000 farmers.

Some co-ops have diversified into leading manufacturers of consumer products and refiners of oil, competing with some of the United States' largest corporations. Yet, local cooperative strength is not uniform. There is great diversity across and within states. Regional selling efforts by wholesale distributors or a manufacturer's sales force could identify specifically how important a channel member the local co-ops are.

Manufacturers may sell efficiently direct to some of the larger co-ops that have centralized purchasing for large geographic areas. Co-ops tend to purchase larger items, such as grain bins and pre-engineered metal farm buildings on a private label basis where brand recognition is not an issue. The co-op's brand name is the one which will be leveraged to sell to farmers, not the name of the original manufacturer. Canadian manufacturers have no recognition disadvantage, then, in competing with U.S. manufacturers for this private label business.

Advertising to farmers is the key to reaching co-ops, as a cooperative consists of farmer members that both finance the activities of the co-op and share in its profits.

F. Hardware Stores/Lumber Yards

Hardware stores and lumber yards are primary hardware retail outlets. In rural areas, however, they diversify their product offering to meet the needs of their customers. Just as with farm stores, as the geographic area they serve becomes more remote, their product and service offering expands.

Hardware stores and lumber yards are typically served by hardware wholesalers. These wholesalers are unlikely to carry agricultural construction products, but may be closely aligned with post-frame building dealers. These retail outlets purchase agricultural construction products direct from manufacturers or from agricultural wholesale distributors that can effectively call on the outlets in addition to farm implement dealers and other customers. In general, hardware stores and lumber yards are not a major customer segment for agricultural construction products.

G. Seed, Fertilizer and Chemical Stores

As the name would indicate, these retail outlets are primarily involved in crop rather than construction products. These outlets may be franchised seed dealerships that overlap with farm stores and/or co-ops, or even hardware stores if the area is remote enough.

As grain is closely related to the products of seed, fertilizer, and chemical stores, the outlets may carry grain equipment to serve their customers. These retail outlets can be served direct by manufacturers through regional selling efforts or by wholesale distributors that can effectively call on the outlets in addition to farm implement dealers and other customers.

In general, these outlets are not a primary customer segment for grain equipment manufacturers and are unimportant for livestock equipment manufacturers.

By targeting the farmer in advertising and trade show attendance, manufacturers can reach many retail outlet types including farm stores, co-ops and seed, fertilizer and chemical stores. Hardware stores and lumber yards are reached via construction magazines and shows.

Sales are made to these outlet types by a regional sales force that covers completely and effectively all retail outlets in a given geographic area. Although incremental sales at any given outlet type are small, the cumulative sales volume of all retail outlet types in the agricultural construction market is more significant.

H. Independents

Very few independents exist due to the financial incentive to establish dealership affiliations and obtain attractive discounts. Even independent builder/contractors which formerly served residential markets were quick to establish metal building dealerships when residential construction in rural areas slowed down.

The independents are the least important category of channel member due to their limited numbers and the likelihood of resuming former (residential) building activities when the construction market improves.

V. MARKET ACCESS

Canadian manufacturers have many alternative means of entering and serving the U.S. agricultural construction market. The specific channel members targeted will vary with the manufacturers' product(s), but certain steps will need to be taken by each manufacturer.

A. Sales Efforts

Manufacturers must first determine the combinations of sales efforts that are appropriate for their products.

- Direct

  Centralized
  Decentralized

- Wholesale distributors

- Dealer network

Direct

Direct selling can either be centralized to large customers, or decentralized, to fragmented customers within a geographic region. Direct selling to large customers can occur in several forms.

- OEM basis for equipment manufacturers selling to bin or grain systems manufacturers and livestock confinement systems manufacturers

- Private label basis for bin or pre-engineered metal farm building manufacturers selling to co-ops or perhaps large hardware stores or chains

- Branded sales of equipment or other products to co-ops and retail chains

A. Sales Efforts (Continued)

The more concentrated the customer, the easier and more cost effective the selling effort. For example, on a scale of high to low, selling to other manufacturers has the highest cost effectiveness (greatest potential sales volume per selling and distribution effort). Direct selling on an OEM basis can be done by grain handling and equipment manufacturers to grain systems manufacturers. Three of the largest systems manufacturers in the eight states are shown below. Appendix D contains additional listings.

Chicago Eastern Corp.
200 North Prospect Street
Marengo, IL 60152
815/568-7264

rain Systems, Inc. (GSI)
oute 51
Assumption, IL 62510
217/226-4421

Stormor, Inc.
1255 Front Street, Box 198
Fremont, NE 68025
402/721-2432

Direct selling on an OEM basis can be done by livestock feed and shelter equipment manufacturers to livestock systems manufacturers. Two of the largest systems manufacturers in the eight states are shown below. Appendix D contains additional listings.

Mahaska Industries, Inc.
2505 South 35th Street
Oskaloosa, IA 52577
515/673-3456

Pride of the Farm
(Hawkeye Steel)
P.O. Box 1921
Waterloo, IA 50704
319/235-0365

A. Sales Efforts (Continued)

Not all retail outlet types that carry agricultural construction products will utilize centralized purchasing for the items. Retail chains, such as co-ops or other agricultural supply stores that stock the same items from store to store, are more likely to purchase on a centralized basis. Direct selling on a private label or branded basis to co-ops can be done by equipment and some farm building manufacturers. Successful direct selling by systems manufacturers is unlikely. Three of the largest farm supply co-ops in the eight states are shown below. Appendix D contains additional listings.

American Grain and Related Industries
(Agri Industries)
P.O. Box 4887
Des Moines, IA 50306
515/223-3700

Farmland Industries, Inc.
P.O. Box 7305
Kansas City, MO 64116
816/459-6000

Grain Terminal Association (GTA)
P.O. Box 43594
St. Paul, MN 55164
612/646-9433

Agricultural construction products are not a mainstay at large hardware store or lumber yard chains. For example, Ace Hardware, a leading U.S. hardware chain, carries nails in every store which have been purchased direct from the manufacturer by central purchasing. Grain augers, however, will only be carried by rural Ace stores, so they are purchased regionally, perhaps as decentralized as store-by- store.

Direct sales to individual retail outlets would be less effective. Selling direct to farmers would be least effective, unless the manufacturing location also operated as a retail outlet that farmers came to for purchases.

Direct sales efforts are usually undertaken by the manufacturer's sales force which is located in the field to access many decentralized customers. Manufacturers' representatives may be used, but are not a major force in the market. These commissioned sales professionals, which are not manufacturer employees, may be used to sell direct, but are more important as an aid in reaching

A. Sales Efforts (Continued)

decentralized markets and territory that is too far away for the manufacturer's sales force to handle efficiently. Because the market is very regional in manufacturer participation, there is not a great need for reps, and so they are not readily found in the market in significant numbers.

In general, wholesale distributors are used for high turnover, low cost, small replacement items. Most wholesale distributors in this industry deal primarily with agricultural equipment (crop versus construction) products. A number of companies do handle grain and livestock equipment, however. Two of these leading wholesale distributors are shown below. Appendix D contains additional listings.

John Day Company
Tenth & Harney Streets
Box 3541 Main Post Office
Omaha, NE 68103
402/344-4123

Lindsay Bros. Company
400 N. First Street
Minneapolis, MN 55401
612/339-1441

Dealer networks can be established for most products, but are more important for specialized equipment, systems and pre-engineered metal farm buildings that require service for installation and repair. These two types of channel members are discussed in more detail further on in this section.

All manufacturers target farmers in their advertising. This has held true in spite of the farmer having become less brand conscious over the past few years. Of secondary importance is advertising to builder/contractors.

The trade magazines that reach U.S. farmers and agricultural builder/contractors are listed in Appendix E. All manufacturers do not advertise in every publication, but most publications have been mentioned by at least one manufacturer. For easy reference, the frequently cited magazines of interest for manufacturer advertising are noted with an asterisk (*).

V. MARKET ACCESS . . .

A. Sales Efforts (Continued)

Trade shows are also important tools used by manufacturers to reach farmers. Typically, the most imortant shows are farm shows emphasizing grain, livestock, or both. In addition, but of less importance, are trade shows targeted at builder/contractors.

A list of trade shows that are important to reach both farmers and builder/contractors is presented in Appendix F. Again, the more important trade shows are noted with an asterisk (*).

Centralized direct selling can be an effective means of market entry for a Canadian manufacturer. With limited exposure required in the U.S., it could provide a basis for learning more about the marketplace and aid in expanding into other sales efforts. But while it may be more accessible, direct centralized sales may not develop sufficient market exposure to build brand awareness and customer loyalty. Appendix D provides names of potential targets of direct centralized selling. Direct decentralized selling is similar in procedure to establishing a dealer network, but may require a larger sales force depending on the territory covered. Decentralized selling is discussed below.

Wholesale Distributors

Use of wholesale distributors can help gain geographic coverage when a manufacturer cannot build a sufficient sales force to serve decentralized customers direct. Wholesale distributors can be used to supplement the efforts of the sales force in a given region, thereby expanding geographic coverage. Only certain products are appropriate for this type of sales effort, but those that can be handled by wholesale distributors will likely find receptive channel members. Wholesale distributors are price sensitive buyers and perceive Canadian products as less costly than their U.S. counterparts with equivalent quality. Appendix D lists some of the larger wholesale distributors that serve the midwestern agricultural market.

V. MARKET ACCESS . . .

A. Sales Efforts (Continued)

Dealer Network -- Decentralized Selling

Establishing a dealer network and selling direct to decentralized customer segments both require a presence in the local market. Many outlet types exist that carry argicultural construction products and many potential dealers exist that are not readily classifiable as contractors, dealers, etc.

> Therefore, the best means of understanding and serving a market is to enter one and identify the channel members, local preferences and practices.

Once this has been done, other markets are more easily served based upon the initial success in the first market.

Manufacturers must next identify a desirable entry market based on their products and the type of agricultural production in the area. A logical market to first consider is a state. The agricultural profiles on pages 4 through 15 will indicate which states are better prospects for grain versus meat animals and poultry versus milk production products. The state should also be selected on the basis of location. In order to enter the market on the most price competitive basis, manufacturers should pick a state where shipping costs would be at the minimized.

Once the state has been selected, the manufacturer should determine how many major rural areas exist and obtain the local telephone yellow pages (advertising) for these rural towns.

The yellow pages will help to identify potential customers among retail outlets, dealers and builder/contractors. Phonebooks in less populated areas include listings for quite a large geographic area. The phonebook is then named for the largest town in the area, and all communities that are included in the book are listed clearly on the cover.

A. Sales Efforts (Continued)

The yellow pages have listings and advertisements for establishments potentially involved in the agricultural construction market under the following headings. These are the headings to refer to in identifying decentralized channel members in a given geographic area.

Bins
Building Contractors
Building Materials - Wholesale
Buildings - Metal
Buildings - Pole and Post-Frame
Contractors - General
Dairy Equipment and Supplies
Farm Equipment
Farm Supplies
Feed Dealers
Feed Mill Equipment and Supplies
Grain Elevator Builders
Grain Dryers and Drying Equipment
Grain Elevators - Equipment and Suppliers
Hardware - Builders
Hardware - Retail
Hardware - Wholesale and Manufacturers
Livestock Equipment and Supplies
Lumber - Retail
Lumber - Wholesale
Tractor Dealers

There is no definitive means of identifying an establishment's agricultural construction market activity other than direct contact.

Taking a close look at the advertisements under the yellow page headings listed above will provide the first insight into the exact nature of the establishment's business. Once potential customers have been identified in the yellow pages, the sales force can begin to verify their agricultural construction activity and to build a customer base.

V. MARKET ACCESS . . .

B. Marketing Issues

In general, Canadian products are not excluded from the Midwest agricultural construction market by their nature as imports. In fact, exchange rate differentials may ease Canadian product market entry. If price differentials can be demonstrated by Canadian manufacturers, then they have a distinct advantage in serving this price-sensitive market. If, however, tariffs, duties and freight costs offset the exchange rate differential, then Canadian products do not have unique potential as imports in the competitive Midwest market.

Canadian manufacturers planning to export product to the U.S. should obtain all relevant tariff, exchange rate and freight information in order to identify total delivered export cost. Sources of this information are listed below.

- Exchange rates — financial institutions such as banks and the financial press such as the business section of most newspapers
- Freight — transport companies
- Tariffs — U.S. Customs Service; U.S. Customs Brokers; Department of External Affairs, U.S. Trade and Investment Development Bureau

Exchange rates currently favor Canadian export to the U.S. Freight charges for Canadian products shipped to the Midwest are not necessarily higher than charges for domestic products.

There is provision in the Tariff Schedules of the United States for duty free entry of machinery, equipment and implements chiefly used or actually used on the farm. To take advantage of these provisions requires proof of chief use or actual on-farm use. Articles such as silos, grain bins, and heaters as well as handling, feed, and confinement systems may receive duty free tariff treatment provided the proof of use requirements are met and, therefore, it is vital that your U.S. customs broker be adequately provided with this information. Allowance of duty free status may not be readily obtained for products which are not specific to farm use such as multi-purpose pre-engineered metal buildings. Guidelines for such cases have been issued by the U.S. Customs Service. Contacting either the U.S. Customs Service or the United States Trade and Investment Development Bureau of the Department of External Affairs will clarify the situation for specific products.

B. Marketing Issues (Continued)

The initial efforts of Canadian manufacturers planning to sell direct to decentralized markets or via a dealer network should be to identify and understand a geographic market -- a state or states that represent good sales potential. A part of the analysis should be total delivered export cost and another part should be a basic understanding of how the market operates -- the role of the CES, co-ops, manufacturers, distributors, and dealers, etc.

The role of the Cooperative Extension Service (CES), as noted on pages 13 and 14, can vary quite widely from product to product, state to state and even county to county. In some locations and with some types of products, review and informal testing by the state or local CES can be quite useful. In others, the CES has little impact. CES review is almost never a negative thing to do. It is not, however, mandatory. In general, CES evaluation is more common for equipment than for buildings. Both are done, however.

Manufacturers need to develop documents that allow them to state clear policies on price, delivery, trade advertising and show attendance, promotions, discounts, credit terms and inventory allowances to all potential customers. These policies should combine the manufacturer's cost structure with the U.S. competitive environment. Canadian manufacturers should first understand the competition before entering a regional U.S. market. Some specific information should be gathered to help develop Canadian export programs.

- Competitors in each channel of distribution
- Prices they charge and leniency of their dating allowances
- Cooperative advertising programs offered by competitors
- Promotional items or special prices provided by competitors
- Product comparison to the competition; special features; quality; price; etc.

B. Marketing Issues (Continued)

Actual policies within a region may vary, but in general, manufacturers offer the following terms to dealers and wholesale distributors.

- Payment terms range from 2/10/30 to 5/20/30; for example, the least flexible terms offer a 2 percent discount on invoiced merchandise if paid within 10 days, otherwise the total amount is due at the end of 30 days. Manufacturers should expect to offer terms from 2 to 5/10/30 to be competitive.

- Dating allowances from three to nine months are offered whereby delivery is taken on merchandise which will not be invoiced for some months later. Manufacturers should expect to offer about 6 months on seasonal items but do not have to offer a dating allowance on bins or buildings.

- Cooperative advertising is provided either in the form of Cost Sharing on specific advertisements or rebates as a percent of purchases that go toward advertising the manufacturer's product. Manufacturers should expect to offer 0.5 percent to 3 percent of total purchases for cooperative advertising in order to be competitive.

Product policy can be quite flexible depending on competitive programs. On the other hand, certain requirements should be met to develop successful U.S. programs.

- Prices must be stated in U.S. dollars.

- Literature must be presented in English with the U.S. system of weights and measures, and English should predominate. French, if necessary, should follow.

- Prices must incorporate export charges such as tariffs, taxes, duties, etc.

- Underwriters Laboratory (UL) approval should be obtained for any electrical products such as heat exchangers, if appropriate. (Local building codes do not apply to agricultural buildings and thus do not need to be considered.)

B. Marketing Issues (Continued)

- Trade show attendance and trade magazine advertising are very helpful in establishing brand awareness.

- Developing freight comparisons based on U.S. competitors' manufacturing locations would help convince buyers that freight charges from Canada do not prevent competitive pricing.

A number of issues which clearly make Canadian products distinct from their U.S. counterparts do not appear to influence the potential for U.S. sales.

- Dual labeling, if English is at least as prominant as French

- Country of origin stated on product

- Manufacturer and/or warehouse located in Canada rather than the United States

The greater the exposure to U.S. marketing practices, the better able Canadian manufacturers will be in developing competitive programs. Potential Canadian entrants should consider the following issues in developing product policies.

- Understand the nature of the retail outlet or dealer that will sell the product.

- Analyze markets on a single-line product basis.

  Competitors
  Range of product available
  Programs available

    price
    terms
    service

- Do not enter with like products. Either a price or service stimulus is required for standard products. Product innovation would be very well received.

V. MARKET ACCESS . . .

C. Summary

This report is a description of the sales potential for Canadian manufactured products in the Midwest agricultural construction market in the United States.

The market studied is the Midwest agricultural construction market. Two terms require explanation.

Midwest	— the geographic area studied in detail during the course of the work.
Agricultural Construction	— the type of building activity that involves a specific set of farm-related products.

Eight midwestern states have been studied in particular.

Illinois	(IL)
Iowa	(IA)
Minnesota	(MN)
Missouri	(MO)
Nebraska	(NE)
North Dakota	(ND)
South Dakota	(SD)
Wisconsin	(WI)

These states are representative of the entire United States market. The states differ with respect to volumes and types of commodities grown, but do not vary in terms of the marketing approach suppliers take to serve the agricultural market. In this way, the type of agricultural construction activity in these states is not significantly different from that in other states nor in the rest of the U.S.

C. Summary (Continued)

The vast majority of construction products used in rural areas are not specialized, that is specific to a particular market. Those that are specialized relate to agricultural rather than rural construction.

Agricultural Construction	Pre-Engineered Metal Buildings	Other Construction
Grain equipment Grain bins and systems Livestock equipment Livestock confinement systems	Machinery and other storage	Building components, materials, and hardware
Specialized ----------> General		

The focus of this report then, is on the agricultural construction market including specialized agricultural products and pre-engineered metal farm buildings.

In general, the agricultural construction market appears to be making a slow rebound with the economy, but a significant market improvement seems unlikely during the next couple of years. Market estimates are shown below.

	1982	1983 E
Farm Gross Income (Billion Current U.S. Dollars)	$154.4	$168.5
Value of New Nonresidential Farm Construction (Billion Current U.S. Dollars)	$ 5.1	$ 5.5

Source: U.S. Department of Commerce, Bureau of Economic Analysis, National Income and Product Accounts and Hayes/Hill estimates.

C. Summary (Continued)

Some longer-term trends may help to improve the market.

- Farm energy needs and availability of alternative energy sources —

  As the cost of energy has risen, farmers, like other businesses have faced the increasing energy-intensiveness of their business. Means of controlling costs include new forms of energy such as solar and grain alcohol, both of which require new building designs to incorporate specialized equipment.

- Farm and farm income consolidation —

  The number of farms in the U.S. is shrinking. Farmers have been buying out other farmers and neighbors have been joining forces, consolidating as larger corporate entities. Although there are fewer farms, there are larger, more efficient customers that can better afford new agricultural construction.

The distribution channels in the agricultural construction market are not straightforward. Manufacturers have many alternatives given the product category and product characteristics.

All the alternatives rely on building a local presence in the United States, either through a sales force, wholesale distributors or dealer network.

Once this has been done, other markets are more easily served based upon the initial success in the first market.

Manufacturers must next identify a desirable entry market based on their products and the type of agricultural production in the area. A logical market to first consider is a state.

Once the state has been selected, the manufacturer should determine how many major rural areas exist and obtain the local telephone yellow pages (advertising) for these rural towns.

C. Summary (Continued)

The yellow pages will help to identify potential customers among retail outlets, dealers and builder/contractors.

> There is no definitive means of identifying an establishment's agricultural construction market activity other than direct contact.

Once potential customers have been identified in the yellow pages, the sales force can begin to verify their agricultural construction activity and to build a customer base.

Canadian manufacturers planning to export product to the U.S. should obtain all relevant tariff, exchange rate and freight information in order to identify total delivered export cost.

The initial efforts of Canadian manufacturers planning to sell direct to decentralized markets or via a dealer network should be to identify and understand a geographic market -- a state or states that represent good sales potential. A part of the analysis should be total delivered export cost. Canadian manufacturers should also understand the competition before entering a regional U.S. market.

The market has been difficult with slow growth over the last five years. In addition, many manufacturers already serve the market. Yet, there is opportunity for Canadian manufacturers to enter the market because exchange rate differentials yield lower priced products at equivalent quality. In addition, there appears to be little resistance among potential channel members to purchase and distribute Canadian products.

V. MARKET ACCESS . . .

C. Summary (Continued)

Basically, three steps should be followed in exporting to the United States.

- Initial market identification

  Yellow pages
  Identifying preliminary customer base

- Market intelligence

  Total delivered export cost
  Competitive activity
  Product policy development

- Contact/build customer and dealer base

  Sales force contact first
  Develop base
  Attend trade shows next
  Advertise last

DAVIS HALL INCORPORATED

APPENDIX A

STUDY METHODOLOGY

HAYES/HILL INCORPORATED

20 North Wacker Drive/Suite 3330/Chicago, Illinois 60606/312/984-5250
Telex 233468

STUDY METHODOLOGY

A. Study Focus

The initial focus of the study was on the rural (vs. agricultural) construction market. It was thought that perhaps the rural market was broader than the agricultural market, incorporating all construction that is not urban or suburban. For example, under this assumption, rural construction would include all building forms in a rural area -- light commercial, residential, public and agricultural or farm. Agricultural building construction would thereby be a subset of rural construction. Furthermore, this assumption would indicate that contractors fall into one of two groups -- rural and urban. Early on in the work, it was supposed that rural contractors were a distinct group involved in the many forms of rural construction described above.

Initial interviews and analysis disproved these assumptions. A rural construction market distinct and significantly different from the urban or suburban markets was found not to exist. Rural construction is not significantly different from urban construction except for the presence of farm structures and the absence of high rise buildings. Agricultural construction, however, does represent a distinct market.

- Agricultural buildings do not need to meet building codes, have lower quality standards and often house specialized equipment. For these reasons, rural contractors tend to specialize in either agricultural or commercial building.

- Manufacturers and other suppliers such as wholesale distributors serve as many construction applications as are applicable. A supplier will try to serve agricultural, commercial, residential and public markets in both urban and non-urban areas if the product is not highly specialized.

- The major metal building manufacturers (Butler, Behlen, etc.) have separate dealer networks. Agricultural vs. commercial is the first distinction rather than rural vs. urban.

A. Study Focus (Continued)

The vast majority of construction products used in rural areas are not specialized, that is specific to a particular market. Those that are specialized relate to agricultural rather than rural construction.

Agricultural Construction	Pre-Engineered Metal Buildings	Other Construction
Grain equipment Grain bins and systems Livestock equipment Livestock confinement systems	Machinery and other storage	Building components, materials, and hardware
Specialized ----------> General		

From a manufacturer's standpoint, therefore, the rural construction market is a non-entity for all but rather minor advertising purposes. The focus of this report then, is on the agricultural construction market including specialized agricultural products and pre-engineered metal farm buildings.

B. Literature Search

An extensive literature search was conducted to understand the agricultural construction market.

Trade Associations

- Agricultural and Industrial Manufacturers' Representatives Association
- American Farm Bureau Federation
- American Marketing Association
- American Society of Association Executives
- Associated Builders and Contractors
- Associated Equipment Distributors
- Farm Equipment Wholesalers Association
- Farm and Industrial Equipment Institute
- Farmstead Equipment Association (FIEI)
- Illinois Lumber and Material Dealers Association
- Livestock Marketing Association
- Metal Building Dealers Association
- Metal Building Manufacturers Association (MBMA)
- National Building Material Distributors Association
- National Council of Farmer Cooperatives
- National Frame Builders Association
- National Institute of Building Sciences
- Selz, Seabolt and Associates (PR firm for MBMA)

Trade Publications

- Agri Marketing Magazine
- Building Design and Construction
- Construction Digest
- Construction Magazine
- Farm Building News
- Farm Bureau News
- Farm Industry News, Midwest (Webb Publishing Company)
- Farm Progress Publications
- Farm Journal
- Farm Money Management (Miller Publishing Company)
- Farm and Power Equipment
- Farm Store Merchandising (Miller Publishing Company)
- The Farmer (Webb Publishing Company)
- National Hog Farmer
- Predicasts Basebook

Government

- Annual Survey of Manufacturers
- Construction Review
- Current Industrial Reports
- Illinois Department of Agriculture
- Nebraska Department of Agriculture
- North Dakota Department of Agriculture
- Survey of Current Business
- U.S. Department of Agriculture, Economic Research Services
- U.S. Department of Commerce, Bureau of the Census
- U.S. Department of Commerce, Bureau of Economic Analysis
- Wisconsin Department of Agriculture

Field Interviews

- Key Knowledgeable Sources

Agricultural Extension	5	
Government	7	
Trade	13	
Subtotal		25

- Suppliers

Builders/Dealers	11	
Wholesale Distributors	7	
Manufacturers	30	
Subtotal		48
Total		73

APPENDIX B

MARKET SIZE AND GROWTH ESTIMATES

HAYES/HILL INCORPORATED

20 NORTH WACKER DRIVE/SUITE 3330/CHICAGO, ILLINOIS 60606/312/984-5250
TELEX: 233468

MARKET SIZE AND GROWTH ESTIMATES

A. Methodology

Three sources were utilized to develop estimates of market size and growth for agricultural construction products.

- U.S. Department of Commerce, Bureau of the Census, Current Industrial Reports
- Metal Building Manufacturers Association
- Interviews with manufacturers and trade association representatives

The current industrial reports provided the value of shipments for product categories in the U.S. market. These national estimates were verified and revised as appropriate by field interviewing results and trade association data. The midwest market estimates were derived by applying a factor to each product. The factor used varies according to the type of product -- crop/grain; meat animals and poultry; milk -- and the value of the eight states' production of the category relative to total U.S. production of the category. For example, in the table on page 4, adding the percentages of each state's milk production value to the U.S. total milk production value yields 34 percent. This factor was applied to the U.S. value of shipments of farm dairy machines and equipment to estimate the midwest market value. Market and growth estimates are shown in detail on the following page.

MARKET SIZE AND GROWTH ESTIMATES					
PRODUCT	VALUE OF SHIPMENTS (MILLIONS OF U.S. DOLLARS)				COMPOUND GROWTH 1976 TO 1981
	U.S. MARKET		MIDWEST MARKET		
	1976	1981	1976	1981	
Pre-Engineered Metal Farm Buildings	68.5	78.2	25.2	28.8	3%
Farm Dairy Machines and Equipment	84.8	160.0	28.7	54.2	14%
Farm Elevators and Blowers	89.1	117.8	32.5	43.0	6%
Machines for Preparing Crops for Market or for Use	235.1	312.1	85.8	113.9	6%
Farm Poultry Equipment	67.4	81.2	10.6	12.7	4%
Cattle and Dairy Barn Equipment	118.1	176.0	50.2	74.8	8%
Hog Equipment	42.0	30.9	17.9	13.1	N/A
Other Equipment, Attachments, Parts (Poultry, Cattle and Dairy, Hog)	98.8	155.9	36.4	57.4	10%
Grain Bins and Systems	140.0	178.0	51.1	65.0	5%

Source: U.S. Department of Commerce, Current Industrial Reports

APPENDIX C

COOPERATIVE EXTENSION
SERVICE — UNIVERSITIES
AND CONTACTS

ILLINOIS

University of Illinois, Urbana IL 61801.

J.O. Curtis, 217/333-1416, Structural design.

D.L. Day, 217/333-2693, Animal waste management, aerobic treatment of animal waste and refeeding of livestock wastes.

D.E. Erickson, 217/333-1815, Economics of beef systems.

G.R. Hollis, 217/333-0013, Swine management and nutrition.

M.F. Hutchins, 217/333-2928, Dairy housing.

D.G. Jedele, 217/333-2611, Design and remodeling of the farm home, energy conservation in the home and beef buildings.

R.P. Kesler, 217/333-7759, Economics of hog systems.

A.J. Muehling, 217/333-9313, Swine housing and livestock waste management.

G.E. Ricketts, 217/333-2207, Sheep housing.

S.F. Ridlen, 217/333-2207, Poultry housing.

J.R. Scarborough, 217/333-2694, Farm home design.

L.H. Thompson, 217/333-4349, Swine genetics and breeding.

D.H. Vanderholm, 217/333-2694, Water supplies, feedlot runoff problems, livestock waste equipment and land application of livestock manures.

IOWA

Iowa State University, Davidson Hall, Ames IA 50011.

C.J. Bern, 515/294-1270, Grain handling systems, solar grain drying.

D.S. Bundy, 515/294-1450, Structures and environment.

T.H. Greiner, 515/294-6360, Family housing.

C.R. Hurburgh, 515/294-8629, Grain handling systems and grain quality.

D.L. Jones, 515/294-6111, Structures and environment.

D.W. Mangold, 515/294-5025, Structures and environment.

S.W. Melvin, 515/294-6360, Waste management.

V.M. Meyer, 515/294-6360, Structures and environment and solar heating of swine buildings.

P.R. Sharp, 515/294-5311, Waste handling systems.

W.F. Wilcke, 515/294-6360, Agricultural energy sources, grain handling systems.

MINNESOTA

University of Minnesota, St. Paul MN 55108, 612/373-0764.

R.D. Appleman, Animal science, 612/373-1110.

D.W. Bates, Farm structures.

H.A. Cloud, Materials handling.

S.G. Cornelius, Animal science, 612/373-0981.

R.J. Gustafson, Grain systems, 612/373-1359.

J.D. Hawton, Animal science, 612/373-1166.

L.D. Jacobson, Farm structures.

K.A. Jordan, Farm structures, 612/373-1327.

R.V. Morey, Materials handling, 612/373-0763.

MISSOURI

University of Missouri, Columbia MO 65211.

C.D. Fulhage, 314/882-2731, Animal waste management.

R.M. George, 314/882-2731, Insulation, ventilation, crop drying and materials handling.

N.F. Meador, 314/882-7328, Solar heating, building design.

R.E. Phillips, 314/882-2731, Solar heating, building plans.

M.D. Shanklin, 314/882-6528, Livestock environment.

D.M. Sievers, 314/882-7855, Animal waste management.

NEBRASKA

University of Nebraska, East Campus, Lincoln NE 68583.

W. Ahlschwede, 402/472-6416, Swine breeding.

G. Bodman, 402/472-3948, Livestock systems, energy use, mastitis control, confinement housing.

J.A. DeShazer, 402/472-1643, Livestock environment.

R. Fritchen, 402/472-6425, Swine management.

E. Gleaver, 402/472-2050, Poultry housing.

P. Guyer, 402/472-3574, Beef feedlot management.

D. Kubik, 402/584-2261, Dairy management.

D. Lewis, 402/762-3535, Swine reproduction, facilities.

R. Pierce, 402/472-6716, Grain storage, feed processing, materials handling.

I. Rush, 308/632-2711, Beef housing.

D.P. Shelton, 402/584-2261, Livestock environment and energy use.

D.D. Shulte, 402/472-3930, Manure management, energy use, livestock structures and environment.

NORTH DAKOTA

North Dakota State University, Fargo ND 58105, 701/237-7261.

L.F. Backer, 701/237-7274, Environment, crop storage and handling.

V. Borgen, 701/237-7429, Building planning and repair.

T. Faller, 701/567-2997, Sheep housing and equipment.

R. Fanning, 701/237-7243, Farm safety.

K. Hellevang, 701/237-8288, Crop storage and handling, potato storage and ventilation.

H. Hirning, 701/237-7241, Grain drying-handling crops processing, energy use.

D. Johnson, 701/237-7235, Farm building and farmstead planning, livestock environment.

R.L. Johnson, 701/237-7691, Poultry housing and equipment.

J.A. Lindley, 701/237-7273, Livestock housing, waste management, environment.

C.W. Moilanen, 701/237-7270, Electric power-processing.

L. Roehl, 701/237-7429, Biomass utilization.

L. Vogel, 701/237-7277, Energy utilization.

R.L. Witz, 701/237-7263, Electric power and processing.

SOUTH DAKOTA

South Dakota State University, Brookings SD 57007, 605/688-5141.

L.L. Christianson, Farm structures and environment, energy.

G.R. Durland, Farm structures.

J. Julson, Farm structures, wind energy.

L. Lubinus, Farm structures and environment, ag waste management, building plans.

J. Lush, Crop drying, ag energy.

WISCONSIN

University of Wisconsin, 460 Henry Hall, Madison WI 53706, 608/262-3310.

G.P. Barrington, Electric power and processing.

L.A. Brooks, Electric power and processing.

J.C. Converse, Waste engineering.

C.O. Cramer, Farm structures.

B. Holmes, Farm structures.

J. Petersen, Waste management.

D.J. Smith, Construction administration.

Southwest Wisconsin Vocational-Technical Institute, Bronson Boulevard, Fennimore WI 53809, 608/822-3262.

L. Ahrens, Coordinator for Adult Farm Training.

A. Blackbourn, Pipelines, manure handling stanchions, stalls, bulk tanks.

J. Gander, Building materials, etc.

L. Jerrett, Crops, animals, etc.

W. Raymond, Farm records.

APPENDIX D

MARKET PARTICIPANTS

GRAIN SYSTEMS MANUFACTURERS -- MIDWEST LEADERS
(Based on Interview Respondents)

Behlen Manufacturing Co.
P.O. Box 569
Columbus, NE 68601
402/564-3111

Butler Manufacturing Co.
(Agri-Products Division)
7400 East 13th Street
Kansas City, MO 64126
816/968-3000

Chicago Eastern Corp.
200 North Prospect Street
Marengo, IL 60152
815/568-7264

Chief Industries, Inc.
Box 2078
Grand Island, NE 68802
308/382-8820

Grain Systems, Inc. (GSI)
Route 51
Assumption, IL 62510
217/226-4421

Stormor, Inc.
1255 Front Street, Box 198
Fremont, NE 68025
402/721-2432

For a listing of additional manufacturers, see Farm Building News Buyers' Guide, American Farm Building Service, Inc., 260 Regency Court, Waukesha, Wisconsin, 53186, 414/782-0604.

The person to contact is typically the Purchasing Agent or Manager responsible for the product of interest, for example, the grain bin Purchasing Agent.

LIVESTOCK SYSTEMS MANUFACTURERS — MIDWEST LEADERS
(Based on Interview Respondents)

Clay Equipment Corporation
500 River Drive
Cedar Falls, IA 50613
319/268-0473

Dairy Equipment Corp.
(Bou-matic)
1919 South Stoughton Road
Madison, WI 53716
608/222-3484

Ideal Livestock Equipment
120 South Main
Conrad, IA 50621
515/366-2526

Mahaska Industries, Inc.
2505 South 35th Street
Oskaloosa, IA 52577
515/673-3456

Pride of the Farm
(Hawkeye Steel)
P.O. Box 1921
Waterloo, IA 50704
319/235-0365

For a listing of additional manufacturers, see Farm Building News Buyers' Guide, American Farm Building Service, Inc., 260 Regency Court, Waukesha, Wisconsin 53186, 414/782-0604.

WHOLESALE DISTRIBUTORS — MIDWEST LEADERS
(Based on Interview Respondents)

DaKON, Inc.
P.O. Box 909
1100 West Delaware
Sioux Falls, SD 51101
605/336-0520

John Day Company
Tenth & Harney Streets
Box 3541 Main Post Office
Omaha, NE 68103
402/344-4123

Lindsay Bros. Company
400 N. First Street
Minneapolis, MN 55401
612/339-1441

Lindsay Bros. Inc.
P.O. Box 564
126 South 2nd Street
Milwaukee, WI 53201
414/276-0480

Port Huron Machinery Co.
P.O. Box 3087
5555 Northeast 16th
Des Moines, IA 50316
515/266-1136

For additional listing, see Farm Equipment Wholesalers Association Membership Directory, Farm Equipment Wholesalers Association, P.O. Box 1347, Suite 321, 1027 Hollywood Blvd., Iowa City, Iowa 52240, 319/354-5156.

FARM SUPPLY CO-OPS — MIDWEST LEADERS
(Based on 1982 Sales)

American Grain and Related Industries
(Agri Industries)
P.O. Box 4887
Des Moines, IA 50306
515/223-3700

CENEX
P.O. Box 43089
St. Paul, MN 55164
612/451-5151

Farmland Industries, Inc.
P.O. Box 7305
Kansas City, MO 64116
816/459-6000

Grain Terminal Association (GTA)
P.O. Box 43594
St. Paul, MN 55164
612/646-9433

Land O'Lakes, Inc.
P.O. Box 116
Minneapolis, MN 55440
612/481-2222

For additional listing, see Directory of Farmer Cooperatives, National Council of Farmer Cooperatives, 1800 Massachusetts Avenue, N.W., Washington, D.C. 20036, 202/659-1525

APPENDIX E

TRADE MAGAZINES

Asterisk (*) denotes magazines frequently cited by interview respondents.

Agricultural Implements & Supplies

Ad-Visor Farm Edition
Ad-Visor Publications, Box 709, 4840 51st St., Red Deer, Alta., Canada (403) 346-3356
Ed. John Groenke Publ. L.D. Rideout Adv. Dir. Ivan Mason farm supplies sections.
1946 W $12 $.15 per copy Circ-32,500 Reg. Adv $268.80 11 1/2 x 17 Web 50pp. Color (003033)

* **Agri Marketing**
Century Comm., Inc., 5520 Touhy Ave., Suite G, Skokie, IL 60076 (312) 676-4040
Ed. Jerald Vaughn Publ. Lyle Orwig Adv. Dir. Warren Nesbitt Mng. Ed. Patricia Wilde
For professionals selling to the farm market. Bi-revs.
1963 M $16 $2 per copy Circ(contr)-11,526 BPA Natl. Adv $980 8 1/4 x 11 1/2 Sheetfed 68pp. Color-4 [413176]

Directory of Farm Supplies
Watt Publishing Co., Sandstone Bldg., Mt. Morris, IL 61054 (815) 734-4171
Ed. W. Ray Bates Publ. Leslie A. Watt Adv. Dir. Iris Cashman
1967 A $10 Circ-1,780 Adv $475 8 1/4 x 11 1/4 Letterpress Dir. (003114)

* **Farm Equipment**
Johnson Hill's Press, Inc., 1233 Janesville Ave., Ft. Atkinson, WI 53538 (414) 563-6388
Ed. Dave Thompson Publ. James Rank Adv. Dir. Timothy J. Fiemer
Product news for farm equipment dealers, distributors and manufacturers.
1969 10x/yr. Free Circ-26,000 BPA Adv 11 1/8 x 16 1/8 Color (003081)

* **Farm & Power Equipment**
National Farm & Power Services, Inc., 10877 Watson Rd., St. Louis, MO 63127 (314) 821-7220
Ed. Sharon Degnan Mng. Ed. James Semar
On retailing of agricultural and light industrial machinery.
1946 M $4.50 $.75 per copy Circ(contr)-17,818 BPA Natl. Adv $718 8 1/4 x 11 1/4 Offset Color-4 [788290]

* **Farm Store Merchandising**
The Miller Publishing Co., 2501 Wayzata Blvd.,Box 67, Minneapolis, MN 55440 (612) 374-5200
Ed. Richard Chamberlin Publ. Emmet Hoffman Adv. Dir. Tom Dupont
Primarily a 'how-to' publication. Articles on merchandising and management provide information on finance, retailing, display, promotion, personnel, selling in the store, outside selling, new product developments and the like.
1958 M $12 $1 per copy Circ-33,000 BPA Natl. Adv $1,422 8 1/4 x 11 Web 80pp. Color-4 (003108)

Farm Store Merchandising Buyer's Guide
Miller Publishing Co., 2501 Wayzata Blvd., Box 67, Minneapolis, MN 55440 (612) 374-5200
Ed. Richard Chamberlin Publ. Emmet J. Hoffman Adv. Dir. Tom Dupont
Lists firms selling to agricultural suppliers by manufactures and products.
1958 A $12 $10 per copy Circ-32,500 BPA Natl. Adv $1,565 8 1/4 x 11 Offset 160pp. Color Dir. (003111)

Farmanual Ag-Review
Ag-Review Publication, R.D. #1, P.O. Box 391, Fox Rd., Putnam, CT 06260 (203) 928-7778
Ed.-Publ. Lucien Laliberty, Jr. Adv. Dir. Carolyn Warren Art Dir. Kevin Fell
Directory of equipment, manufacturers and services.
1964 A $3.95 per copy Circ-49,575 Subs-10,668 SWORN Reg. Adv $990 8 1/4 x 10 3/4 Web Color-4 Dir. [792809]

Great Plains Farmer, The
Creative House Enterprises, Inc., Drawer 255, Sibley, IA 51249 (712) 754-2457
Ed.-Publ. Peter W. Wagner Adv. Dir. Norman Wheeler
Covers all areas of farming; feed, equipment, fertilizer and livestock, furnishing farm homes and fashions for farm families.
1969 M $4 per year outside of circulation area. Free to farm families in circulation area. $.50 per copy Circ-17,775 Reg. Adv $175.50 10 1/4 x 15 Web 20pp. Color (003141)

Implement & Tractor
Intertec Publishing Corp., 9221 Quivira Road, Overland Park, KS 66214 (913) 888-4664
Ed. Bill Fogarty Publ. Emmett Langan
Farm and industrial equipment industry; retail sales and service operations, new farming practices and technology, design developments for engineers.
1886 BW $8 $1 per copy Circ-27,000 ABC Internati. Adv $1,015 8 x 11 Offset 60pp. Color (003144)

Implement & Tractor Manufacturers Edition
Intertec Publishing Corp, 9221 Quivira Rd., Box 12901, Overland Park, KS 66212 (913) 888-4664
Publ. Emmett Langan Adv. Dir. E. P. Langan
SA $1 per copy Circ(contr)-7,097 SWORN Natl. Adv $658 8 1/8 x 11 Web Color-4 [794573]

Implement & Tractor Product File
Implement & Tractor Publications, Inc., P.O. Box 12901, Overland Park, KS 66212 (913) 888-4664
Ed. Pat Fox Publ. Emmett P. Langan Mng. Ed. Bill Fogarty
Part of Implement & Tractor Magazine. Directory and buying guide for all types of farm equipment and supplies.
A (See Implement & Tractor listing for further information) $8 $4 per copy Circ-29,500 ABC Adv $1,015 8 x 11 Web 325pp. Color Dir. (003147)

Implement and Tractor Red Book
Intertec Publishing Corp., 9221 Quivira Road, Overland Park, KS 66212 (913) 888-4664
Ed. Charles G. Ewing
Edited for those responsible for the research, development, design, manufacture, sales, service and marketing of tractors and farm equipment.
1916 A $4 per copy Circ-27,000 ABC Natl. Adv $1,095 8 1/2 x 11 Offset 400pp. Color Dir. (003150)

* **National Farm Equipment & Supply**
Harr Enterprises, Inc., 100 Oaks Office Tower, P.O. Box 40504, Ste. 400, Nashville, TN 37204 (615) 298-3379
Ed.-Publ. Wayne Harr Adv. Dir. Jim Hinton
For farm equipment and supply dealers and distributors.
1979 BM $8 Circ(contr)-49,536 SWORN Natl. Adv $1,300 8 1/4 x 10 7/8 Web Color-4 [794580]

New for the Farm
The Vance Publishing Corp., 7950 College Blvd., Box 2939, Shawnee Mission, KS 66201 (913) 381-6310
Ed. Allen McGhee Publ. J. B. O'Neil
A drovers journal special publication of new equipment, supplies and services for livestock farms.
1873 M $14 Circ-64,600 Subs-64,600 A.B.C. Natl. Adv $3,030 11 x 14 1/2 Web Color-4 Dir. [792424]

Northwest Farm Equipment Journal
Northwest Farm Equipment Journal, P.O. Box 16-367, 1696 Eleanor Ave., St. Paul, MN 55116 (612) 698-4246
Ed.-Publ. Robert Shannon
The official publication of Implement Dealers Ass'n of Minnesota, South Dakota & North Dakota and Wisconcin Power Equipment Retailers Ass'n.
1887 M $2 $.25 per copy Reg. Adv $200 8 1/4 x 11 1/4 Sheetfed Color-4 [794566]

Northwest Farm Equipment Journal April Buyer's Manual Edition
Northwest Farm Equipment Journal, P.O. Box 16-367, 1696 Eleanor Ave., St. Paul, MN 55116 (612) 698-4246
Ed.-Publ. Robert Shannon
A 1x Adv $235 8 1/4 x 11 1/4 Color-4 [794559]

Shortliner
Farm Equipment Mfgrs. Assn, 230 S. Bemiston, St. Louis, MO 63105 (314) 725-5532
Ed. Harold B.Hafter
1957 BM (003201)

Agri-Business Buyers Reference
Grain and Feed Journals, 1115 Board of Trade, Chicago, IL 60604 (312) 922-6721
Ed. Ted Berchtold Publ.-Adv. Dir. Dean Clark
1943 A $6 $3.50 per copy Circ-17,329 Adv $720 B 1/2 x 11 Letterpress Color-4 (003276)

Agricultural Engineering
American Society of Agricultural Engineers, 2950 Niles Road, P.O. Box 410, St. Joseph, MI 49085 (616) 429-0300
Ed. Marianna Pratt Publ. James A. Bassalman Adv. Dir. Harmon Mulber
Focus is on agricultural equipment, farm buildings, electrification, soil conservation, irrigation, food engineering. Includes quarterly agricultural machinery management supplement - Up Front. Indexed/Abstracted in engineering index, agricultural index
1920 M $16 $2 per copy Circ-11,500 ABC Internatl. Adv $633 B 1/4 x 11 1/4 Offset 56pp. Color-4 film [003348]

Agricultural Engineers Yearbook*
American Society of Agricultural Engineers, 2950 Niles Road, Box 410, St. Joseph, MI 49085 (616)429-0300
Ed.-Publ. Joan Baxter Adv. Dir. H. Mulhar Circ. Mgr. Shirly Kibler
Includes all ASAE voluntary standards for agricultural machinery, structures, farmstead equipment and soil and water engineering. Membership roster and section on new technology.
1954 A $19.50 $16 per copy Circ-10,300 Subs-8,850 Internatl. Adv $677 B 1/4 x 11 Web 750pp. Color-4 Yrbk. [003351]

Agri-Equipment Today
Columbia Publishing, 111C S. 75h Ave., Box 1467, Yakima, WA 98907 (509) 248-2452
Ed. Kenneth Hodge Adv. Dir. Douglas Button Mng. Ed. Brent Clement Circ. Mgr. Alice Villanueva Art Dir. Mike Stoker
For equipment manufacturers, dealers and growers of large acreage with significant equipment needs.
1977 M $5 $1 per copy Circ-10,000 Reg. Adv $445 B 3/8 x 10 7/8 Web 32pp. Color [805479]

Back Forty, The
Prairie West Publications, P.O. Box 832, Wahpeton, ND 58075 (701) 642-1501
Ed.-Publ. Patricie Estes Adv. Dir. Richard Estes Circ. Mgr.-Art Dir. Diane Gira
Regional, state and national farm news and feature with emphasis on regional, sunflowers and sugar beets.
1976 11x/yr. $6 $.75 per copy Circ-4,000 Reg. Adv $255 10 1/2 x 16 Web 12pp. Color-4 [802231]

Big Farmer
Big Farmer, Inc., 131 Lincoln Highway, Frankfort, IL 60423 (815) 469-2163
Ed. Rich Fee Publ. Ralph Dralle Adv. Dir. Bob Sturgeon
Money management, purchasing decisions, crop production techniques, marketing wisdom and how these affect the executive's liquidity, cash flow, return on investment and profitability.
1971 11x/yr. $10 $1 per copy Circ-391,000 BPA Natl. Adv $6,800 B 1/8 x 10 7/8 Web 70pp. Color-4 (208472)

Business Farmer
1617 Avenue A, Scottsbluff, NE 69361 (308) 635-2045
Ed. Penny Yekel Publ. Michael Lindsay Adv. Dir. Paul Shafer Art Dir. Nancy Neibauer
Features local farm information for producers in Western Nebraska and Eastern Wyoming. Includes extension service reports on new developments in agriculture. Bk. revs.
1926 W $10 $.20 per copy Circ(contr)-2,910 Reg. Adv $525 Offset 16pp. Color-2 Newsp. [003732]

Community Magazine
Trades Publishing Co., Washington & Main Sts., Albert Lea, MN 56007
1921 M $1 Adv (004026)

Consolidated Catalogs and Engineering Blue Book
National Provisioner, Inc., 15 W. Huron St., Chicago, IL 60610 (312) 944-3380
A buyers' guide of supplies to the milling, grain processing and feed industry.
(004035)

Consolidated Feed Trade Manual and Grain Milling Catalog
National Provisioner, Inc., 15W. Huron St., Chicago, IL 60610 (312) 944-3380
Contains product listings of suppliers, trade names, and associations, with production and operation information and formulations.
(004038)

Crops and Soils Magazine
American Society of Agronomy, 677 S. Segoe Road, Madison, WI 53711 (608) 274-1212
Ed. William Luellen Publ. M. Stelly
Serves farmers, farm managers, county agents, farm suppliers as well as others others who need to know the "whys" as well as the "hows" of new farm practices.
1948 9x/yr. $5 $1 per copy Circ-23,000 Adv $550 B 1/4 x 11 Web Color-4 (424122)

***Dakota Farmer, The**
Dakota-North Plains Corp., Box 1950, Aberdeen, SD 57401 (605) 225-5170
Ed. Russ Oviatt
Bk. revs.
M Circ-85,000 [814087]

Dekalb Crop Management
Dekalb AgResearch, Inc., Sycamore Rd., DeKalb, IL 60115 (815) 758-3461
Ed. Gaylin Morgan Adv. Dir. Ron Peabody
Designed to provide the latest information on cultural practices and other new innovations in the production of corn, sorghum, wheat, alfalfa and sunflower.
1967 A Free Circ(contr)-230,000 Natl. Adv 8 3/8 x 10 3/4 Offset 32pp. Color-4 [004203]

Farm Impact Mascoutah Edition
Farm Impact, P.O. Drawer C, Mascoutan, IL 62258 (618) 566-8282
Ed.-Mng. Ed. Candy Mount Publ. Rube Yelvington
For farm families.
1975 BM $4 Circ-14,400 SWORN Local Adv $270 11 3/8 x 17 3/8 Web Newsp. [793572]

Farm Impact Staunton Edition
Farm Impact, P.O. Drawer C, Mascoutan, IL 62258 (618) 566-8282
Ed.-Mng. Ed. Candy Mount Publ. Rube Yelvington
For farm families.
1978 BM $4 Circ-11,700 SWORN Local Adv $270 11 3/8 x 17 3/8 Web Newsp. [793579]

***Farm Industry News Midwest**
Webb Publishing Co., 1999 Shepard Road, St. Paul, MN 55116 (612) 647-7293
Ed. Bob Moraczewski Publ. T. R. Williams Adv. Dir. Mark Anderson Circ. Mgr. Bernie May
Product news publication which deals with the input requirements of farmers with interlocking interests in row crops and livestock. For class 1 and 11 farmers in midwest states.
1968 10x/yr. $5 Circ(contr)-325,000 BPA Reg. Adv $6,200 10 3/8 x 14 1/4 Web 48pp. Color [004389]

***Farm Journal**
Farm Journal, Inc., 230 W. Washington Square, Philadelphia, PA 19105 (215) 574-1200
Ed. Lane Palmer Publ. Dale Smith Adv. Dir. Lee Alexander Mng. Ed. Earl Ainsworth
For American farmers and their families.
1877 14x/yr. $7 Circ-1,337,873 ABC Natl. Adv $21,975 B 1/8 x 10 7/8 Web Color Jour. [004392]

Farm & Power Equipment
National Farm and Power Equipment Dealers Association, 10877 Watson Rd., St. Louis, MO 63127 (749878)

Farm and Ranch living
Reimen Pubs., 733 N. Van Buren, Box 643, Milwaukee, WI 53202 (414) 272-5410
Ed. Roy Reimen
BM [814873]

Farm Reporter
The Meridian Star, 814 22nd Ave., Meridian, MS 39301
Every phase including timber, cattle, poultry, all growing crops
1957 M $2 $.05 per copy Circ-19,714 Adv $.18 (004440)

Farm Review
Lewis Publishing Co., P.O. Box 153, Lynden, WA 98264
1960 M Circ-5,000 Adv (436843)

Farm Tempo U.S.A.
Box 117, Clarinda, IA 51632
1964 M $3.50 (437415)

***Farmer, The**
Webb Publishing Co., 1999 Shepard Rd., St. Paul, MN 55116 (612) 647-7353
Ed. Robt. G. Rupp Publ. Bert Lund Adv. Dir. J. C. Kinderwater Mng. Ed. Thomas Doughty Circ. Mgr. Jack Cork Art Dir. Jerry Hjelm
Localized information on farm production and marketing and other farm interest data for Minnesota, North and South Dakota farm families.
1882 SM $6 $.25 per copy Circ-204,000 ABC Reg. Adv $4,484 10 1/2 x 14 1/2 Web 88pp. Color [004464]

Farmer's Digest
Farmer's Digest Inc., Box 363, Brookfield, WI 53005 (414) 782-1570
Ed.-Publ. H. Lee Schwanz Mng. Ed. Kathleen Schwanz Circ. Mgr. June Westphal
A general interest publication selecting the best of information in more than 200 farm and technical publications, USDA and university sources.
1937 10x/yr. $7.50 $1 per copy Circ-45,000 Internatl. Adv $325 5 3/8 x 7 5/8 Web 100pp. Color film [004470]

Farmland News
(Farmland), Farmland Industries, Inc., 3315 No. Oak Trafficway, Kansas City, MO 64116 (816) 459-6000
Ed. Frank Whitsitt Adv. Dir. Marilyn Rhoden Mng. Ed. Jack Kenward Circ. Mgr. Ken Justus
Farming and ranching.
1933 SM $2 Circ-398,009 Subs-373,143 Adv $2,775 10 5/8 x 15 Offset 24pp Color Newsp. [004497]

***Grain and Storage Handling**
Sosland Publishing Co., 4800 Main St., Kansas City, MO 64112 (816) 332-9401
Ed. Samuel Sosland
M [802560]

High Plains Journal
(Dodge City Journal), High Plains Publishers, Inc., 1500 East Wyatt Earp Boulevard, P.O. Box 760, Dodge City, KS 67801 (316) 227-7171
Ed. Ray Pierce Publ. Joe Berkely Adv. Dir. Jim Barnett Mng. Ed. Galen Hubbs Circ. Mgr. Harry Lindh Art Dir. Ted Carlson
Diversified agriculture. Grass-roots stories, reports for farmers, ranchers, their families: straight news report, features, illustrations. Livestock: crops: farm organizations, clubs: weather: soil conservation: agri-business: market reports: practices. Bk. revs.
1882 W $19 $.40 per copy Circ-58,500 ABC Reg. Adv $2,072 11 3/8 x 17 Web 73pp. Color Newsp. film [004722]

***Illinois Prairie Farmer**
Prairie Farmer Publishing Co., 2001 Spring Rd., Oak Brook, IL 60521 (312) 323-3800
Ed. James Lilly Publ. Richard Albrecht Adv. Dir. Don Nicolay Mng. Ed. Gary Reynolds Circ. Mgr. Ernest Bestner
Geared to supplying the management needs of cornbelt farmers.
1841 BW $7 $.75 per copy Circ-122,675 ABC Reg. Adv $3,572 10 1/2 x 14 1/2 Web Color [709332]

Illinois Valley Farmer
Tazewell Publishing Co., Morton, IL 61550
Regional agricultural articles; keeping the farmer advised of new methods, products and procedures.
1959 W $1 $.05 per copy Circ-2,500 Adv $80 (004776)

***Indiana Prairie Farmer**
Prairie Farmer Pub. Co., 2001 Spring St., Oak Brook, IL 60521 (312) 323-3800
Ed. Thomas Budd Publ. Dick Albrecht Adv. Dir. Don Nicolay Mng. Ed. Carl Eiche Circ. Mgr. Ernie Beetner
Character of circulation: high income, livestock grain and general family farms.
1841 SM $7 $.75 per copy Circ-91,412 ABC Reg. Adv $2,660 10 1/2 x 14 1/2 Web Color (004791)

International Harvester Farm Magazine
International Harvester Co., 401 N. Michigan Ave., Chicago, IL 60611 (312) 670-2000
Ed. Dave Malena, 1716 Locust St., Des Moines, Iowa
General interest farm and ranch magazine, dealing heavily with mechanization and other modern farming and ranching practices.
1915 Q Free to persons selected by dealers. Circ-1,100,000 Nat. 8 1/4 x 10 7/8 Offset 28pp. Color (004830)

Iowa Farm Bureau Spokesman
Spokesman Press, 608 Eighth St., Grundy Center, IA 50309
Ed. Gene Mashe Publ. Ralph Kling Adv. Dir. John Campbell
1934 W $2.38 $.10 per copy Circ-142,000 Adv $1,540 11 3/4 x 16 1/2 Web Color-2 (004836)

Iowa Farm Register
715 Locust St., Des Moines, IA 50304 (515) 284-8000
Ed. Charles Nettles Publ. David Kruidenier Adv. Dir. Lyle A. Lynn
W $18.20 $.35 per copy Circ-481,753 ABC State Adv $4,056.48 15 x 22 15/16 Letterpress 3pp Color (307392)

*** Iowa Wallaces Farmer**
Wallace-Homestead Co., 1912 Grand Ave., Des Moines, IA 50305 (515) 243-6181
Adv. Dir. J. F. Caldwell
$6 Circ-145,000 Adv $3,382 10 1/2 x 14 1/2 Web Color-4 (004845)

Irrigation Age
The Webb Company, 1999 Shepard Rd., St. Paul, MN 55116 (612) 647-7203
Publ. Robert Snyder Adv. Dir. Ron Green Mng. Ed. Ron Larsen Circ. Mgr. Bernie May
For farm operators practicing irrigation farming to assist in the efficient production of feed, food and fiber in situations where irrigation management is a factor.
1966 9x/yr. $10 $1.50 per copy Circ(contr)-145,000 BPA Natl. Adv $3020 8 x 10 3/4 Web 80pp. Color-4 (004848)

Johnson County Farmer
Edwards Publishing Co., Box 417, Lonetree, IA 52755 (319) 629-5313
1933 M $1 $.10 per copy Circ-3,980 Adv $56 (004851)

Kankakee Co. Farm Bureau
1605 West Court St., Kankakee, IL 60901 (815) 932-7471
Ed. Joseph B. Shearer
News of agriculture and related subjects.
1922 BW $1 Circ-4,000 Local Adv 11 1/2 x 17 Offset 8pp. (004860)

Kansas Farmer-Stockman, The
The Oklahoma Publishing Co., 500 N. Broadway, P.O. Box 25125, Oklahoma City, OK 73125 (405) 232-5311
Ed. Steve Korthanke Publ. E.K. Gaylord Adv. Dir. Alex McCommas
1911 M $3 $.25 per copy Circ-32,000 ABC Adv $1,185 10 1/2 x 14 1/2 Web Color-4 (004881)

Livestock Market Digest, Inc.
4900 Oak Street, Kansas City, MO 64112 (816) 531-2235
Ed. Emil Reutzel Publ. Warren Cook Adv. Dir. Gerald D. Nevins Circ. Mgr. Gary Smith
For the agri-businessman. Covers national marketing reports and trends, livestock industry events, and homemakers page.
1953 W $15 $.30 per copy Circ-87,000 Natl. Adv $1,680 11 1/2 x 15 Web 8pp. Color-4 Newsp. (004974)

MFC News
MFC Services, 414 North St., Jackson, MS 39205 (601) 948-7272
Ed. Jim Cleveland Adv. Dir. Ron Stewart
News of MFC Services and member co-ops in Miss., -La., -Ala. Programs unusual farming operations, people and places, analyses of agricultural issues, cooperatives, co-op principles and technical articles. Bk. revs.
1922 M $.24 $.02 per copy Circ-46,000 Reg. Adv $490 10 x 14 Web 24pp. Color-4 (005001)

McLean County Farm Bureau News
202 E. Locust St., Bloomington, IL 61701
Ed. Howard M. Dagley
News of sponsoring organization, affiliated companies, state and national organizations and new developments in agriculture.
1920 M $.50 Circ-6,000 Adv $80 (005076)

Midland Cooperator
Midland Cooperatives, Inc., 2021 E. Hennepin Ave., Minneapolis, MN 55413 (612) 331-6030
Ed. Terry Nagle Mng. Ed. T. Nagle
BW $3 $.15 per copy Circ-173,500 Reg. Adv $1,470 11 1/2 x 16 Web 16pp. Color-4 (005130)

Midwest Farm Paper Unit
35 E. Wacker Drive, Chicago, IL 60601 (312) 236-3407
Circ-1,031,358 ABC Adv $9,270 (005133)

Midwest Farmer Fax
Little Publications, Inc., 6263 Popular Ave., Suite 540, Memphis, TN 38138 (901) 767-4020
Publ. Walter Little Adv. Dir. Lee Todd
Covers farm production, business, marketing, and product topics.
1979 A $2 per copy Circ-98,900 SWORN Reg. Adv $2,585 8 1/4 x 11 Web Color-4 [792319]

Miller Agribusiness Report The
Miller Publishing Co., P.O. Box 67, Minneapolis, MN 55440
Ed. James W. Atkinson
$40 (005139)

Miller Agri-Vertical Unit
Miller Publishing Co, 2501 Wayzata Blvd., Minneapolis, MN 55440 (612) 374-5200
Ed. George Ashfield Publ. George Gates Adv. Dir. Douglas Evans Circ. Mgr. Harry Dunn Art Dir. David Hahn
Combination of three vertical livestock publication; 1 Dairy Herd Management, 2 Feedlot Management and 3 Hog Farm Management.
1965 M $36 $3 per copy Circ(contr)-131,500 BPA Natl. Adv $7,431 8 1/4 x 11 Web 80pp. Color-4 (005142)

Minnesota Farm Bureau News
Minnesota Farm Bureau Federation, 3110 Wooddale Dr., P.O. Box 3370, Saint Paul, MN 55165
Ed. Ed. Grady
Deals with agriculture and related subjects.
1917 M $.50 per copy Circ-34,327 Adv $440 (005151)

*** Missouri Farm Bureau News**
Missouri Farm Bureau Federation, Box 658, Jefferson City, MO 65102 (314) 634-3171
Ed. Roger Kurtz
Reports events at country, state and national level in area of agriculture practices and policies.
1921 M $1 Circ-70,000 State Adv $660 9 7/8 x 14 1/4 Offset 8pp. Color-2 Newsp. film (005184)

Missouri Ruralist
The Harvest Publishing Co., 7500 Old Oak Blvd., Middleburg Hts., OH 44130 (216) 651-5500
Ed. Larry Harper Publ. James Mitholland, Jr. Adv. Dir. Charles Quindlen Mng. Ed. Henk Ernst
Emphasis on farm management, youth movement, country life, rural problems, etc.
1856 SM $5 $.70 per copy Circ-79,142 ABC State Adv $2,584 10 1/2 x 14 1/2 Web 72pp. Color-2 [709304]

Nebraska Agriculture
Nebraska Farm Bureau Federation, P.O. Box 80299, Lincoln, NE 68501 (402) 423-2822
Ed. Mng. Ed. M. M. VanKirk
Farm Bureau organization and farm related subject matter.
1960 M Circ-22,500 State Adv $224 10 3/8 x 14 Offset 12pp. Newsp. [437064]

***Nebraska Farmer**
Nebraska Farmer Co., 5601 O St., Lincoln, NE 68510
Ed. Bob Bishop Publ. Bob Fensler
1859 BW $4 Circ-79,000 Adv $2,052 10 1/2 x 14 1/2 Web Color-4 (437077)

New Agriculture, The
Miller Publishing Co., Box 67, Minneapolis, MN 55440 (612) 374-5200
Publ. David Bennett
3x/yr. [816448]

New Farmer's Friend & Rural Reporter
Brown Company Publishing Co., 138 Main St., Denmark, WI 54208 (414) 863-2154
Ed. Michael Sobitsky Publ. Frank Wood Adv. Dir.-Mng. Ed. Art Carlson Circ. Mgr. Sharon Van Lieshout
Covers northeastern Wisconsin. Emphasis on legislation - local - state and national as it affects farmers - 4-H news, local area farm organizations.
1941 W $5 $.20 per copy Circ(contr)-23,000 Reg. Adv $323 11 3/8 x 17 1/2 Web 32pp. Color Newsp. [004476]

No-Till Farmer
No-Till Farmer, Inc., 733 N. Van Buren, Milwaukee, WI 53202 (414) 272-5410
Ed. Frank Lessiter Publ. Roy Reiman Circ. Mgr. James Monday Art Dir. Keith Bush
Management information for farmers growing crops with reduced tillage practices. Bk. revs.
1972 M $12 $2 per copy Circ-4,000 Natl. No Adv 8 1/2 x 11 Offset 8pp. Newsl. [396497]

*** Pig International**
Watt Publishing Co. 122 S. Wesley, Sandstone Bldg., Mt Morris, IL 61054 (815) 734-4171
Ed. Peter Best Publ. Leslie A. Watt Adv. Dir. Jewel Long Mng. Ed. E.E. Ruther Circ. Mgr. W. R. Wiggins
Aimed at large commercial pig businessmen. Stresses business management information, emphasis on production, processing, and marketing of pork.
1971 M $12 $1.50 per copy Circ(contr)-14,113 BPA Internatl. Adv $1,300 8 1/8 x 10 7/8 Web 48pp. Color-4 film [005274]

*** Prairie Farmer**
Prairie Farmer Publ Co., 2001 Spring Rd., Oak Brook, IL 60521 (312) 323-3800
Ed. James Lilly Publ. Richard Albrecht Adv. Dir. Don Nicolay Mng. Ed. Gary Reynolds Circ. Mgr. Ernest Beetner
Geared to supplying the management needs of combelt farmers.
1841 BW $7 $.75 per copy Circ-214,087 ABC Reg. Adv $5,700 10 1/2 x 14 1/2 Web Color [398889]

***Progressive Farmer**
Progressive Farmer, Box 2581, 820 Shades Creek Pkwy., Birmingham, AL 35209 (205) 870-4440
Ed. Eugene Butler Publ. Emory Cunningham Adv. Dir. Gerald Jehle Circ. Mgr. Bill Capps
Farming methods & practices for the rural South. Bk. revs.
1886 BW $8 $1.25 per copy Circ-800,000 ABC Reg. Adv $11,865 8 1/8 x 10 7/8 Web 180pp. Color-4 [399240]

***Progressive Farmer**
Progressive Farmer, Box 2581, 820 Shades Creek Pkwy., Birmingham, AL 35209 (205) 870-4440
Ed. C. Scruggs Publ. Emory Cunningham Adv. Dir. Jerry Jahle Circ. Mgr. Bill Capps Art Dir. Al Ellis
Serves people in southern agriculture and country living.
1886 M $10 $1.25 per copy Circ-900,000 ABC Rpt. Adv 8 3/8 x 10 7/8 Web 150pp. Color-4 film [709185]

Progressive Farmer's Pork
(Pork Profit Guide), Progressive Farmer, 820 Shades Creek Pkwy., Birmingham, AL 35209 (205) 870-4440
Ed. Eugene Butler Publ. Emory Cunningham Adv. Dir. Gerald Jahle
Q Circ-100,000 Natl. Adv $3,250 8 1/8 x 10 7/8 Web Color-4 [709199]

Rural Life
Globe-Gazette, 300 N. Washington, Mason City, IA 50401 (515) 423-4270
Ed. Gary Grimmond Publ. Jerry Moriarity Adv. Dir. Carl Grupp Circ. Mgr. John Cool Art Dir. Joyce Schornhorst
Provide news and advertising coverage of rich agri-business area of North Iowa.
1978 W Free Circ(contr)-16,400 Reg. 13 7/8 x 21 1/2 Letterpress 12pp. Color-4 Newsp. [749549]

Rural Minnesota News
Rural Publishing Co., Airport Rd. & 22nd Ave., Box 577, Alexandria, MN 56308 (612) 763-3355
Ed. D. J. Kelly Adv. Dir. Owen Hulseman Mng. Ed. Donald Kelly Circ. Mgr. Lawrence Clark
Covers rural electrification and energy field.
1946 M $1.95 $.20 per copy Circ-153,000 State Adv $1,076 11 1/2 x 17 Web 16pp. Color-4 Newsp. [005427]

Ruralite
Globe Gazette, 300 N. Washington, Mason City, IA 50401 (515) 423-4270
Mng. Ed. John Pierron
Agriculture related news for the North Central Iowa rural resident.
1977 W Circ(contr)-15,821 SWORN Reg. Letterpress Color-4 [791584]

St. Clair Farm News
3914 Bond Ave., East St. Louis, IL 62207
Ed. L. C. Hollis
1947 M Free Circ-3,000 (005601)

Simmental Shield
(American Simmental Association) Shield Publ Co., c/o Chester Peterson, Jr., Box 511, Lindborg, KS 67456 (913) 227-3830
Ed. John Walter Publ. Chester Peterson, Jr. Adv. Dir. Robert Elliott Circ. Mgr. Debi Du Mars
Official publication of ASA-emphasizing the role of Simmental cattle in the ASA.
1969 M $15 $2.50 per copy Circ-7,500 Internatl. Adv $425 8 1/2 x 11 Offset 200pp. Color-4 [543806]

Sioux City Journal Farm Weekly
Journal-Tribune Publishing Co., Box 118, Sioux City, IA 51102
Ed. Marc Cox
1946 W Circ-74,005 Adv (005502)

Small Farmers Journal
Small Farmers Journal, Inc., 9426 Oakles Dr., Junction City, OR 97448 (503) 998-6703
Ed.-Art Dir. Lynn Miller Circ. Mgr. Jack Gray
For small family independent farmers.
1976 Q $10 $3.50 per copy Circ(contr)-11,700 Newsstand-700 Subs-11,000 Internatl. Adv $498 11 x 14 Web 80pp. Jour. [749570]

*** South Dakota Union Farmer**
South Dakota Farmers Union, Box 1388, Huron, SD 57350 (605) 352-6761
Ed. Chuck Groth
Tabloid size newspaper designed for the interest of South Dakota farmers, and ranchers, particularly for farmers union members.
1918 M $1 per copy Circ(contr)-19,000 Subs-18,100 Adv $236.25 Offset 12pp. Color-2 Newsp. [005541]

Soybean Digest
American Soybean Association, P.O. Box 27300, St. Louis, MO 63141 (314) 432-1600
Ed. Grant Mangold Publ. Donavon Evashenko Mng. Ed. 50011 Circ. Mgr. Larry Krueger Art Dir. Jerry Boschert
Profit-making production and marketing information for high acreage growers.
1940 9x/yr. $9 $1 per copy Circ(contr)-150,000 BPA Natl. Adv $4,200 8 1/8 x 10 7/8 Web 52pp. Color-4 fiche [750011]

Successful Beef Management
Meredith Corp., Locust at 17th, Des Moines, IA 50336 (515) 284-9501
Publ. Bruce Boyle
Guidance for business farmers and their families.
Circ-345,000 Natl. Adv $5,515 8 1/8 x 10 7/8 Web Color-4 (709255)

*** Successful Farming**
Meredith Corp., Locust at 17th, Des Moines, IA 50336 (515) 284-2139
Ed. Dick Hanson Publ. Bruce Boyle Adv. Dir. Jim Cornick Mng. Ed. Richard Krumme Circ. Mgr. Jerry Ward Art Dir. Ralph Figg
Covers all phases of farming: livestock, crops and soils, machinery, buildings, economics, and management. Indexed/Abstracted in Reader's Guide.
1902 13x/yr. $6 $.46 per copy Circ-780,000 ABC Natl. Adv $12,575 8 1/8 x 10 7/8 Web 60pp. Color-4 [005628]

Successful Hog Management
Meredith Corp., Locust at 17th, Des Moines, IA 50336 (515) 284-9143
Publ. Bruce Boyce
Management guidance for business farmers & their families.
Circ-230,000 Adv $4,415 8 1/8 x 10 7/8 Web Color-4 (709269)

Sunflower, The
Sunflower Association of America, Box 2051, Fargo, ND 58107 (701) 237-5876
Ed.-Adv. Dir. Don Lilleboe
Edited for sunflower crop growers, processors, etc., in N. Dakota, S. Dakota, Minn., Texas and several additional states. Covers production, marketing, research & utilization.
1976 9x/yr. $5 Circ(contr)-19,700 Reg. Adv $525 8 1/2 x 11 Web 44pp. Color-4 [709276]

Today's Farmer
Midcontinent Farmers Assn, 201 South 7th Street, Columbia, MO 65201 (314) 874-5383
Ed. Phil Mills, Jr. Mng. Ed. Rose Milner
The management and marketing of livestock and crop production, with farm management and policy, and cooperative enterprises.
1908 M $1 $.35 per copy Circ-180,000 State Adv $1,550 8 1/8 x 10 7/8 Web 48pp. Color-4 (005736)

US Farm News
(Iowa Union Farmer), US Farmers Assn., P.O. Box 496, Hampton, IA 50441 (515) 456-4470
Ed.-Mng. Ed. F.w. Stover
Farm Legislation - Foreign Policy Civil Rights, Bk. revs.
M $3 Circ-6,000 Natl. 8 1/2 x 11 Offset 12pp. Tab. [749612]

***Wallaces Farmer**
Wallace Homestead Co., 1912 Grand Ave., Des Moines, IA 50305 (515) 243-6181
Ed. Monte Seaker Publ. Richard Albrecht Adv. Dir. Donald Nicoley Mng. Ed. Alvin Morrow Circ. Mgr. Ernest Beetner
Covers livestock and crop production, information on tax and estate planning.
1855 BW $7 $1 per copy Circ-126,000 ABC State Adv $3,762 10 1/2 x 14 1/2 Web 96pp. Color-4 film [006015]

Wheat Life
Washington Association of Wheat Growers, 109 E. First, Ritzville, WA 99169 (509) 659-0610
Ed. Brent Heinemann Adv. Dir.-Mng. Ed. John Leenders Circ. Mgr. Betty Barnes
Reports editorials and features covering research, trade, and national and regional legislations, affecting agriculture and the Northwest wheat growers, recipes and homemaking hints.
1956 M $5 $.50 per copy Circ-13,240 Subs-4,000 Sworn Statement Natl. Adv $550 11 1/2 x 17 Web 14pp. Color-4 [006075]

***Wisconsin Agriculturist**
Wisconsin Farmer Co., Inc., P.O. Box 4420, Madison, WI 53711
Tab. (749634)

Wisconsin State Farmer
Waupaca County Publ Co., 717 10 St., Waupaca WI 54981 (715) 258-5546
Ed. Publ. F.T. Kropf Adv. Dir. A.K.Kropf
Coverage of Wisconsin farm news.
1956 W $2 $.10 per copy Circ-16,500 Adv $255 (006096)

American Building Supplies
W.R.C. Smith Publishing Co., 1760 Peachtree Rd., N.W., Atlanta, GA 30309 (404) 874-4462
Ed. Sid Wrightsman, Jr. Publ. Charles Smith Adv. Dir. Kay Vaughn
For Lumber and Building Supply Dealers and Wholesalers. Covers new products and news of the industry.
1966 M $20 $1 per copy Circ-33,006 Adv $2,225 11 x 14 3/4 Web Color-4 (017922)

B.S.D.A. Survey
The Building Supply Dealers Assn. of B.C., 3875 Canada Way, Burnaby B.C., V5G 4G6, Canada (604) 435-4447
Ed. Gordon Wade Adv. Dir. Jack Bryden Circ. Mgr. M. Luther
Information on and for building supply retailers & their suppliers.

Building Design & Construction
Cahners Publishing Co., 5 S. Wabash Ave., Chicago, IL 60603 (312) 372-6880
Ed. Oliver Witte Publ. Terrence M. McDermott Adv. Dir. Nancy Cooper Mng. Ed. Dan Brown Circ. Mgr. King Kovacs
Articles and features for those actively involved in the construction and design of commercial, institutional and industrial buildings.
1958 M $30 $3 per copy Circ(contr)-59,034 BPA. Natl. Adv $3,200 8 1/2 x 10 7/8 Web 135pp. Color-4 (018060)

Building Industry Directory
Industrial Publications, Inc., 5 S. Wabash Ave., Chicago, IL 60603 (312) 372-6880
A geographically arranged list by category of building industry distributors, wholesalers and manufacturers' agents.
Dir. (018063)

Building Products
Hudson Publishing, 289 S. San Antonio Rd., Los Altos, CA 94022
In 3 separate editions; architects and consulting engineers, residential and light construction builders, retail and wholesale dealers. Covers new products, materials, methods equipment.
1955 10x/yr. Circ-65,000 Adv (018102)

*** Building Supply Dealer**
Maclean-Hunter Publishing Co. Ltd., 481 University Ave., Toronto, Ont., Canada (416) 596-5945
Ed. Frank Fagan Publ.-Adv. Dir. Paul Falkner Circ. Mgr. J. Henry Art Dir. John Hymers
Dealing with the retail and wholesale lumber & bldg material supply dealers, and manufacturers & manufacturers agents.
1957 M $15 $1 per copy Circ(contr)-7,000 Subs-2,800 CCAB Adv $1,133 Offset 60pp. Color-4 (018129)

Building Supply Dealers Association, Survey
Building Supply Dealers Association of British Columbia, 3875 Canada Way, Burnaby, B.C. V5G 1G6, Canada
(751852)

*** Building Supply News**
Cahners Publishing Co., 5 South Wabash Ave., Chicago, IL 60603 (312) 372-6880
Publ. H. J. Sugarman Adv. Dir. S.J. Hoganson
For owners and other executives of retail and wholesale building supply firms. Covers current trends and ideas in areas of modern marketing, merchandising, sales promotion, advertising, etc.
1917 M $20 $2 per copy Circ-32,000 Adv $1,785 8 1/8 x 10 7/8 Offset (018132)

*** Constructor**
Associated General Contractors of America, 1957 E. St., N.W., Washington, DC 20006 (202) EX 3-2040
Ed.-Publ. William E. Dunn Adv. Dir J. C. Ellis
Management-oriented coverage of general contracting industry.
1919 M $5 (018363)

*** Farm Building News**
American Farm Building Services, Inc., 733 N. Van Buren, Milwaukee, WI 53202 (414) 272-5410
Ed. Frank D. Lessiter Publ. Roy Reiman Adv. Dir. Richard Bowman Circ. Mgr. James Monday Art Dir. Keith Bush
For builders of farm structures and grain systems plus suppliers of materials. Bk. revs.
1967 BM $8.95 $2 per copy Circ(contr)-21,000 BPA Natl. Adv $1,970 8 3/8 x 10 7/8 Web 140pp. Color-4 (443093)

Illinois Building News
Illinois Lumber and Material Dealers Assn. Inc., 400 Leland Building, Springfield, IL 62701 (217) 544-5405
Ed. Edwin F. Sambell
Reports on industry affairs, operational and management treatment of all phases of retail lumber and building material fields merchandising and sales trends and ideas.
1932 M $3.50 $.40 per copy Circ-1,750 Adv $120 8 1/4 x 11 1/4 Offset 36pp. Color (018561)

*** Metal Building Review**
PO Box 217, Edwardsburg, MI 49112 (616) 663-2041
Publ. George E. Brunner, Jr.
Metal building industry, metal building dealer/builders sales and merchandising suppliers and materials.
1965 M $6 $2 per copy Circ(contr)-11,000 Subs-4,500 Natl. Adv $600 8 1/4 x 11 1/8 Sheetfed 100pp. Color-4 (018660)

Mid-West Contractor
Mid-West Records, Inc., 934 Wyandotte, Kansas City, MO 64105 (816) 842-2902
Ed. Gilbert Mulley Publ. Elbert E. Smith, Jr. Adv. Dir. George Crider
Serves the construction industry in Iowa, Nebraska, Kansas and western Missouri.
1901 W $20 Circ-8,300 BPA Reg. Adv $450 8 1/8 x 11 Offset 96pp. Color (018672)

Mid-West Contractor's Construction Directory
Mid-West Records, Inc., 2537 Madison, Kansas City, MO 64108 (816) 842-2902
Ed. Gil Mulley
Construction equipment manufacturers and distributors.
$10 per copy Circ-8,500 Dir. (393910)

Modern Steel Construction
American Institute Steel Construction, Wrigley Bldg., 400 N. Michigan Ave., Chicago, IL 60611 (212) 764-0440
Ed. Daniel Farb
(018693)

AG Review Magazine
Ag Review Publications, RD 1, Box 391, Fox Rd., Putnam, CT 06260 (203) 928-7778
Ed.-Publ. Lucien Laliberty, Jr. Adv. Dir. Jacquelin Laliberty Mng. Ed. Marietta Harkness
Local and national dairy, beef, crop news and features.
1964 M $5 $1 per copy Circ-31,000 sworn Reg. Adv $840 B 1/4 x 10 3/4 Web 56pp. Color-4 (041571)

American Dairy Review
Watt Publishing Co., Mt. Morris, IL 61054 (815) 734-4171
Ed. Robt. Krebs Publ. James Watt Adv. Dir. Jean Dusing
For Managers of Commercial milk & milk-product plants. Covers also orange juice, fruit drinks, detergents. Procurenet, processing, etc.
1939 M $10 $1 per copy Circ-11,195 BPA Adv $800 B 1/8 x 10 7/8 Web Color (414125)

American Diary Review
Walt Publishing Co., Mount Morris, IL 61054
Ed. Robert J. Krebs
Indexed/Abstracted in biol. & agri. ind., chem. abstr.
1939 M $10 Circ-11,117 (438299)

Brown Swiss Bulletin, The
Brown Swiss Cattle Breeders' Assn., Inc., Box 1038, Beloit, WI 52511 (608) 365-4474
Ed. Connie Gritton
Includes news and information of interest to Brown Swiss dairy cattle breeders; reports on sales, shows, meetings, production records, some general dairy items.
1922 M $6 $1 per copy Circ-5,400 Internatl. Adv $260 B 3/8 x 10 7/8 Web 120pp. Color-4 (041601)

Co-op Dairy Postcards
Co-op Farm Postcards, 1521 E. 25th St., Minneapolis, MN 55404 (612) 722-2881
Publ. Dewey Johnson Adv. Dir. Rena Saimi
1976 SA Circ(contr)-43,500 Adv $795 5 1/2 x 3 1/2 Offset Color-2 [423368]

Dairy
(Western Dairy Journal), Crow Publications, Inc., Drawer 17F, Denver, CO 80217 (303) 623-2800
Adv. Dir. Dick Bannon
Edited to the interests key management areas specific markets & problems of dairymen in the western area. Features cover crop farming, artifical insemination, etc.
1944 M $5 $.50 per copy Circ-20,500 Adv $772 B 3/8 x 10 7/8 Web Color-4 (406078)

Dairy Breed Publications
Fred F. Schwenn Co., 1604 Chicago Evanston, IL 60201 (312) 869-3395
Consists of Ayrshire Digest, Brown Swiss Bulletin, Guernsey Breeders Journal, Holstein-Friesian World, The Jersey Journal, and Milking Shorthorn Journal
Circ-53,500 Adv $2,000 B x 11 Web Color-4 (041667)

*** Dairy Extra**
Farm Journal, Inc., Att: Lee Alexander, 230 W. Washington Square, Philadelphia, PA 19105 (215) 574-1200
Ed. Cathy Mechen Publ. Dale Smith Adv. Dir. Lee Alexander
Report on the dairy industry, including price forecast information, news from Washington, new developments in milk production and calf rearing.
1964 13x/yr. Circ-176,820 ABC Nett. Adv $3,825 B 1/8 x 10 7/8 Web Color Jour. (041697)

Dairy Field
Magazines for Industry, 747 Third Ave., New York, NY 10017 (212) 838-7778
Ed. Margaret Futch Publ. Jay Sandler Adv. Dir. Frank Cappello Mng. Ed. Michael Colangelo Circ. Mgr. Martin Horen Art Dir. Orrin Mitch
News and features related to dairy processing. Production, marketing, delivery, distribution, financial, new products, etc. For management in milk, ice cream, cheese, yogurt, drinks, manufactured milk products. Bk. revs.
1905 M $30 $3 per copy Circ(contr)-20,000 BPA Internatl. Adv $1,315 B 1/8 x 10 7/8 Offset 100pp. Color-4 [040419]

***Dairy Herd Management**
Miller Publishing Co., P.O. Box 67, Minneapolis, MN 55440
Ed. George Ashfield
M $12 $1 per copy Circ-56,000 Adv $2,493 B 1/4 x 11 Web Color-4 (041718)

Dairy Herd Management Milk Producer's Planner
Miller Publishing Co., 2501 Wayzata Blvd., P.O. Box 67, Minneapolis, MN 55440 (612) 374-5200
Ed. George Ashfield Adv. Dir. Pat Weld Mng. Ed. Walter Buchkosky
A $1 per copy Circ(contr)-65,000 BPA Natl. Adv $3,261 B 1/4 x 11 Web Color-4 [793425]

Dairy Industries Catalog
Miller Publishing Co., P.O. Box 67, Minneapolis, MN 55540 (612) 374-5200
Ed. Chris Anastos Publ. Angus Stone
Lists sources of supply of dairy supplies and equipment; dairy supply jobbers and dealers, dairy associations, dairy schools, Federal and State dairy law enforcement officials, statistics on dairy products manufacture.
1927 A $10 Circ-10,000 Adv $485 Dir. (041727)

Dairy Industries Preview
Miller Publishing Co., P.O. Box 67, Minneapolis, MN 55440 (612)374-5200
Publ. George E. Swarbreack
Preview of new equipment, supplies and services available to the dairy industries.
1963 A Circ-10,100 (041730)

***Dairy Record**
Gorman Publishing Co., O'Hare Plaza, 5725 E. River Rd., Chicago, IL 60631 (312) 693-3200
Publ. David Coulter Adv. Dir. Margaret Haack Mng. Ed. Diane Heesh
National news publication of the dairy industry.
1900 M $30 $4.50 per copy Circ(contr)-14,925 ABC Natl. Adv $1,290 B x 11 Sheetfed Color-4 [789276]

Dairy Record Buyer's Guide
Gorman Publishing Co., O'Hare Plaza, 5725 E. River Rd., Chicago, IL 60631 (312) 693-3200
Publ. David Coulter Adv. Dir. Margaret Haack Mng. Ed. Diane Heesh
A Natl. Sheetfed [789277]

Dairy Record Magazine
Gorman Publishing Co., O'Hare Plaza, 5725 E. River Rd., Chicago, IL 60631 (312) 693-3200
Ed. Tom Witom Publ. Dave Coulter Adv. Dir. Margaret Circ. Mgr. Peggy Stath Art Dir. Jan Roy
Designed for medium sized and larger processing plants. News coverage includes news of federal & state legislation.
1,900 M $30 $4.50 per copy Circ-17,049 Natl. Adv $1,290 B x 11 Web 112pp. Color [798066]

Dairyman, The
P.O. Box 819, Corona, CA 91720 (714) 597-1906
Ed. Delores Mullings Publ. R. M. McCune Adv. Dir. Dick Blackburn Mng. Ed. Dennis Halladay Circ. Mgr. Hal McCune
Large herd commercial dairy farmers; current news, features, columns to assist readers achieve profitable dairy management. Bk. revs.
1922 M $7 $.75 per copy Circ(contr)-18,000 VAC Natl. Adv $696 B 1/2 x 11 Sheetfed 84pp. Color-2 [041616]

Dairyman's Digest-Mid States Region Edition
Associated Milk Producers, Inc., 500 N. Park Ave., Fond du Lac, WI 54935 (414) 921-4720
Ed. Judy Brown Adv. Dir. Sandy Belong
Edited for dairy farmers in the mid-states region who comprise the membership.
1969 M $2.50 Circ(contr)-19,000 Subs-15,000 Reg. Adv $500 B 3/8 x 10 7/8 Web 24pp. Color-2 [406104]

Dairynews
(Dairymmen's League News), Dairylea Cooperative, Inc., One Blue Hill Plaza, Pearl River, NY 10965 (914) 627-3284
Ed. Roseanne Herper Publ. Bruce Snow Adv. Dir.-Circ. Mgr. Gordon Moffitt Art Dir. Eileen Ruggeri
Edited for dairy farmers producing fluid milk for the northwestern United States. Bk. revs.
1917 M $6 $.75 per copy Circ-22,000 Subs-21,000 Adv $560 10 1/2 x 13 3/4 Web Color-4 [406130]

***Hoard's Dairyman**
W.D. Hoard & Sons Co., 28 Milwaukee Ave. W., Fort Atkinson, WI 53538 (414) 563-5551
Ed.-Publ. W.D. Knox Adv. Dir. M. H. Kerschensteiner Mng. Ed. E. Meyer Circ. Mgr. G.L. Teheley Art Dir. J.S. Baird
Milk production and marketing information for dairy farmers. Strong editorial policy on national issues.
1885 SM $6 $.50 per copy Circ-217,000 ABC Adv $5,423 10 1/4 x 14 1/4 Web 60pp. Color [041841]

*** Holstein World**
(Holstein-Friesian World), Holstein-Friesian World, Inc., 10 Lake St., Sandy Creek, NY 13145 (315) 387-3441
Ed. Joel Hastings Publ. Robert Hastings Adv. Dir. David Morrow Circ. Mgr. Fannie Duffany Art Dir. C. Crocker
Contains news of the sales, shows, and organizations of the Holstein breeding industry and articles pertaining to the breeding, management and improvement of Registered Holstein-Friesian cattle. Bk. revs.
1904 SM $10 $1 per copy Circ-34,000 P.O. Natl. Adv $808 B x 11 Web 192pp. Color-4 film [041844]

Jersey Journal
The American Jersey Cattle Club, Box 27310, 2105-JS, Hamilton Rd., Columbus, OH 43227 (614) 861-3636
Ed.-Publ. Larry Kempton Mng. Ed. Cherie Beyer Circ. Mgr. Flosita Taylor
News of Jersey breed and general articles on breed improvement, milk production and distribution; also reports of national and state club meetings; Jersey shows and sales.
1953 M $6 $.50 per copy Circ-6,000 Subs-5,800 Sworn Statement Internatl. Adv $402 B x 11 Web 120pp. Color-4 (041859)

Journal of Dairy Science
American Dairy Science Assn., 309 W. Clark, Champaign, IL 61820 (217)356-3182
Ed. L.O. McGillard Adv. Dir.-Mng. Ed. C. J. Cruse
Publication of research in the area of dairy production, manufacturing, extension.
1917 M $30 $2.50 per copy Circ-5,000 Internatl. Adv $150 6 3/4 x 10 Offset 160pp. Color Jour. film (041775)

Journal of the Milking Shorthorn & Illawarra Breeds
American Milking Shorthorn Society, 1722 Al S. Glenstone Ave., Springfield, MO 65804 (417) 887-6525
Ed. Mera Gilmore Mng. Ed. Harry Clampitt
For promoting milking shorthorn & Illawarra cattle. Informs breeders of feeding & management methods, etc.
1949 M $4 $.50 per copy Circ-4,000 Natl. Adv $247 8 x 11 Web Color-4 (709346)

MID-AM Reporter
Mid-America Dairymen, Inc., 800 West Tampa, Box 1837 555, Springfield, MO 65805 (417) 865-9641
Ed. Forrest W. Bradley Adv. Dir. Larry Parker
Inform members of Mid-Am's efforts toward efficient dairy product marketing. Increase efficiency of members' milking operations.
1968 M $2 Circ-20,000 Reg. Adv $575 8 1/2 x 11 Offset 28pp. Color-4 [439182]

Midwest Dairyman's Journal
Dairyman's Journal, Inc., W. Main St., Belleville, IL 62221
Ed. John Beardsmore
1912 M Free Circ-24,500 (041892)

Milk Marketer
(Milk Reporter), Milk Marketing, Inc., 8257 Dow Circle, Strongsville, OH 44136 (216) 826-4730
Ed.-Adv. Dir. Del Groves
Primarily for milk producers with illustrated stories covering producer farming set-ups, marketing techniques, and dairy industry trade news.
1978 M $5 Circ(contr)-12,000 Subs-9,100 Sworn Reg. Adv $390 8 1/2 x 11 Offset 16pp. Color-4 [394066]

Poultry Market News
Federal State Market News Service, 710 Appraisers' Stores Building, 630 Sansome Street, San Francisco, CA 94111 (415) 556-3205
Ed. James J. Christenson
News of the Poultry industry.
3x/wk. Free Circ(contr)-410 No Adv 8 1/2 x 14 Offset 2pp. Govt. [041691]

* **Successful Dairy Management**
Meredith Corp., Locust at 17th, Des Moines, IA 50336 (515) 284-9501
Publ. Bruce Boyle
Circ-135,000 Natl. Adv $2,910 8 1/8 x 10 7/8 Web Color-4 (709262)

Sunbelt Dairyman, The
Freeman-Herr Publishing Co., 229 Largo Dr., Nashville, TN 37211
Ed.-Publ. Louie Freeman Adv. Dir. Galen Freeman
Covers 18 states (from Maryland to New Mexico) bringing dairyman latest scientific data and methods in dairy field.
1963 M Free Circ-27,500 BPA Adv $1,490 8 1/4 x 11 1/4 Web Color-4 (042042)

Hayes Hill Incorporated

* **Farm Supplier**
Watt Publishing Co., Mount Morris, IL 61054 (815) 734-4171
Ed. Ray Bates Publ. James Watt
Mainly cover news of products used and sold by retail farm supply stores. Also carry retail management topics. Use features, charts, photos, and departments.
1927 M $10 $1 per copy Circ-20,000 BPA Adv $1,125 8 1/8 x 10 7/8 Web Color (108197)

Feed and Feeding Digest
National Grain and Feed Assn, c/o Alvin E. Oliver, 500 Folger Bldg., 725 15 St., N.W., Washington, DC 20005
1972 M (438468)

* **Feed & Grain Times**
Johnson Hill Press, 1233 Janesville Ave., Ft. Atkinson, WI 53538 (414) 563-6388
Ed. John Rupnow Publ. Alvin Paulson Adv. Dir. Bob Stange
News of new products, supplies, services. Annual index Dec./Jan. issue.
1969 10x/yr. Circ-22,300 BPA Adv $1,045 11 x 16 Web Color (465470)

Feed/Grain Equipment Times
(Feed, Grain & Farm Equipment), Johnson Hill Press, Inc., 1233 Janesville Ave., Fort Atkinson, WI 53538
Ed. John Rupnow
1963 10x/yr. Circ-24,000 (459168)

Feedstuffs
Miller Publishing Co., P.O. Box 67, Minneapolis, MN 55440 (612) 374-5200
Ed. Wayne Anderson Publ. Geo. Cates Adv. Dir. John Warren
News and articles on developments in and affecting animal agribusiness, with specific attention to the informational needs of firms manufacturing feed for sales and/or their own use. Bk. revs.
1929 W $25 $.50 per copy Circ-19,050 Subs-19,060 ABC Internatl. Adv $1,707 10 x 14 Offset 50pp. Color-4 Newsp. film [108386]

Feedstuffs Reference Issue
Miller Publishing Co., Box 67, Minneapolis, MN 55440 (612) 374-5200
Ed. Daryl Natz Publ. George Gates Adv. Dir. John Warren
Buyers' guide to manufacturers and distributors.
1970 A $10 per copy Circ-21,500 ABC Adv $1,424 8 1/4 x 11 Web Color-4 (465496)

Grain Age
Communications Marketing, Inc., 5100 Edina Industrial Blvd., Edina, MN 55435
Ed. Bruce W. Smith
1961 11x/yr. $6 Circ-8,200 (438455)

Grain & Farm Service Centers
Dean M. Clark, Board of Trade Bldg., 141 W. Jackson Blvd., Chicago, IL 60604
Ed. J. Stege Lehmen
1844 M $8 Circ-13,792 (438442)

Grain & Feed Dealers National Association, Official Directory
725-15th St., N.W., Washington, DC 20005 (202) 783-2024
Ed. Herbert L. Sharp
Members - direct, branch, associate and affiliate by states, alphabetically by cities. Type of business indicated - over 2,100 listings.
1896 SA $10 per copy Circ-restricted to members of association. 2,200 Adv $75 Dir. (358113)

Grain & Feed Journals
Grain & Feed Journals, 2150 Board of Trade Bldg., Chicago, IL 60604 (312) 922-6721
Ed. Ted Berchtold Publ.-Adv. Dir. Dean Clark
Feed and feed-grain crop inputs, warehousing, field seeds, inoculants, fertilizers, etc.
1844 M $9.50 $1.25 per copy Circ(contr)-13,743 $WORN Natl. Adv $1,050 8 1/2 x 11 Offset Color-4 [794524]

Grain & Feed Journals Consolidated & Rice News
Feed-& Feed-Grain Industries, 141 West Jackson Blvd., 1115 Board of Trade Bldg., Chicago, IL 60604 (312) WA 2-6721
Ed. James Hollihan Adv. Dir. Fred A. Clark
Business management and plant operations technical journal for the owners-operators of multi-million dollar farm grain handling, farm production supplies and services, businesses, including information and consultation on crops, feeding, fertilizers, farm chemicals, field seeds, supplies, etc.
1844 SM $5 $.60 per copy Circ-9,300 ABC Adv $450 (358120)

Grain & Feed Journals - Farm Service Centers
Board of Trade Bldg., 141 W. Jackson Blvd., Chicago, IL 60604 (312) 922-6721
Ed. J. Stege Lehmen
1844 SM $6 Circ-12,500 Adv (108435)

Grain & Feed Merchant
Nebraska Grain & Feed Dealers, 1620 M St., Lincoln, NE 68508 (402) 476-1258
Ed. Robert Anderson
Inform dealers of elevator and grain information.
1962 M Circ-2,000 Adv $100 6 x 9 Color [814712]

* **Grain & Feed Review**
Iowa Grain & Feed Assn, 320 Shops Building, Des Moines, IA 50309 (515) 283-0431
Ed. Randy Allman
Latest developments and news of grain, feed, fertilizer and chemical industries
1939 M Free Circ-2,500 sworn statement State Adv $300 8 1/2 x 11 Offset 32pp. Color-4 [109030]

Grain Industries Plant
Feed & Feed-Grain Industries Publ. Co., 2155 Board of Trade, Chicago, IL 60604 (312) 922-3111
Ed. Ted Berchtold Publ. Dean Clark
News, trends, & business-related features relative to plant operation including aeration, blending, conveying, environmental protection, etc.
1882 M $5 $1 per copy Circ-13,702 Adv $720 Letterpress (534745)

Grain Sorghum News
Sorghum Producers Assn, 1708-A 15th Street, Lubbock, TX 79401 (806) 763-4425
Ed.-Adv. Dir. Clara Harp
For farmers who produce sorghum. Contains information on research, production and marketing. Indexed/Abstracted in SRDS
1971 M $25 Circ(contr)-5,800 Internatl. Adv $450 11 1/2 x 16 Web 8pp. Color-4 Newsp. [108547]

Grain Terminals & Processing Plants
Grain Elevator & Proc. Superintendents Society, Board of Trade Bldg., Chicago, IL 60604 (312) WA 2-3111
Ed.-Publ. Dean M. Clark Adv. Dir. Fred A. Clark
Serving all plant managers and superintendents who make the buying decisions for the larger grain terminals and processing plants.
1882 M $3 $.50 per copy Circ-3,700 Adv $255 (108561)

Great Plainsman
Great Plains Wheat, Inc., 1030 15th St., N.W., Ste. 340, Washington, DC 20005 (202) 659-1240
M (108596)

Harvest Times
Cascade Publishing Co. Inc., 6155 93rd Ave., S.E., Mercer Island, WA 98040 (206) 232-7215
Ed. Jyl Lahman Publ. Donald Kinnan
For grain elevator industry; manufacturers' listings, new product info, etc.
1977 Q Circ-12,000 Adv $950 8 1/2 x 11 Offset (534732)

Northwestern Miller
The Miller Publishing Co., Box 67, Minneapolis, MN 55440
Ed. Larry Long
International in scope, the publication features news about the grain, flour milling and commercial baking industries. New products, industry personnel, meetings and flour production.
1873 M $4 $1 per copy Circ-5,550 Natl. Adv $400 8-1/4 x 11 Offset 40pp. Color (108792)

Aberdeen Angus Journal
Aberdeen Angus Journal Publ Co, Inc., 808 Des Moines St., Webster City, IA 50595
Ed. Jim Orton Publ. Murray G. Fretz Adv. Dir. Greg Garwood
Devoted to the promotion of the Aberdeen Angus breed.
1919 M $7.50 $1 per copy Circ-11,500 Natl. Adv $530 8 1/4 x 11 1/4 Sheetfed 180pp. Color-4 (208129)

Advanced Animal Breeder, The
National Association of Animal Breeders, 401 Bernadette Dr., P.O. Box 1033, Columbia, MO 65201 (314) 445-4406
Ed. C. A. Gaule Mng. Ed. Wm. Durley Circ. Mgr. Mary Buckler
Directed to workers in livestock improvement.
1953 9x/yr. $4 $.50 per copy Adv $350 8 1/2 x 11 Offset 16pp. Color [412916]

Agribusiness/Cattle and Lamb Feeding Industry
Miller Publishing Co., P.O. Box 67, Minneapolis, MN 55440 (612) 374-5200
(413189)

American Beef Producer
American National Livestock Assn., 801 E. 17th Ave., Denver, CO 80218
Ed. Lyle Mariner
News on articles in livestock breeding and improvement.
1919 M $3 Circ-23,000 (208185)

American Hampshire Herdsman
Hampshire Swine Registry, 1111 Main St., Peoria, IL 61606
M (208234)

American Hereford Journal
Hereford Publications Inc., 700 W. 12th St., Kansas City, MO 64105
Ed. Bob Day
1910 SM $6 $.50 per copy Circ-17,000 Adv $530 8 3/8 x 10 3/4 Sheetfed Color-4 (208241)

American Red Angus
Red Angus Association of America, Box 776, Denton, TX 76201 (817) 387-3502
Ed. Thomas D. Hunter Mng. Ed. Julius C. Todd
Technical animal science articles, national animal auction information. Coverage of agricultural events.
1954 M $5 Circ-5,200 Internatl. Adv $157 8 1/2 x 11 1/2 Offset 36pp. Color (208262)

Angus Journal
Angus Productions, Frederick & Brookside, St. Joseph, MO 64501 (816) 233-0508
Ed. Mike Sweet
Bk. revs.
M Circ-40,000 Newsp. [814796]

Animal Nutrition & Health
The California Farmer Publishing Co., 83 Stevenson St., San Francisco, CA 94105 (415) 495-3340
Ed. Richard Beeler Adv. Dir. William Jalinek Mng. Ed. Terry Wall
Information about the nutrition and health of commercial, food animal livestock.
1945 8x/yr $20 $2 per copy Circ(contr)-25,859 BPA Natl. Adv $983 8 3/8 x 11 Web Color-4 [79455*]

*** Beef**
Webb Publishing Co., 1999 Shepard Road, St. Paul, MN 55116 (612) 647-7374
Ed. Paul Andre Publ.-Adv. Dir. Stuart LeGeard Mng. Ed. Warren Kester Circ. Mgr. Joe Vale
For the professional, upscale beef cattle producer.
1964 M $10 Circ(contr)-100,000 Subs-886 BPA Natl. Adv $2,590 8 x 10 3/4 Web 40pp. Color-2 [208346]

Beef Annual Buyer's Guide
Webb Publications Division, The Webb Co., 1999 Shepard rd., St. Paul, MN 55116 (612) 647-7200
Ed. Paul Andre Publ. Stuart Leggard Mng. Ed. William Fleming
Sources of feed, equipment and other topics pertinent to the beef industry.
1964 A Circ(contr)-93,500 BPA Natl. Adv $2,590 8 x 10 3/4 Web Color-4 Dir. [793040]

Beef Digest
Ag. Press, Box 1009, Manhattan, KS 66502 (913) 539-7558
M Circ-3,000 [814775]

*** Beef Extra**
Farm Journal, Inc., Att: Lee Alexander, 230 W. Washington Square, Philadelphia, PA 19105 (215) 574-1200
Ed. John A. Rohlf Publ. Dale Smith Adv. Dir. Lee Alexander
Management report on new developments and ideas for the commercial beef producer. Also includes price forecasts, animal health advice.
1964 14x/yr. Circ-378,859 ABC Natl. Adv $6,850 8 1/8 x 10 7/8 Web Color Bull. [208409]

Beef Improvement News
(BIA News), The Outlook Company, PO Box 1127, Ames, IA 50010 (515) 232-2051
Ed. Jim Glenn Publ.-Adv. Dir. Angus Stone Circ. Mgr. Penny Schilling
Edited for the mid-west cow-calf industry. Emphasis is placed on areas of management, nutrition and growth.
1970 M $7 $1 per copy Circ(contr)-63,000 Sworn State Adv $1,200 11 1/2 x 16 Offset 32pp. Color-4 Newsl. [209032]

Beef Improvement News, Annual Directory and Buyers Guide
The Outlook Company, P.O. Box 1127, ISU Station, 417 Main St., Ames, IA 50010 (515) 232-2051
Publ. Angus Stone Mng. Ed. Noreen Bates
1968 A Circ(contr)-63,200 Subs-1,050 SWORN Reg. Adv $1,200 8 1/2 x 11 Web Color-4 Dir. [793054]

Beefmaster Cowman, The
(Beefmaster Bull-Etin), Gulf Coast Publishing Corp., Box 29368, San Antonio, TX 78229 (512) 344-8300
Ed. Bo Griffin Adv. Dir.-Mng. Ed. E.C. Larkin, Jr. Circ. Mgr. Margie Larkin Art Dir. Sally Martin
News, management, feeding, features about beefmaster cattle official publications for Beefmaster Breeders Universal.
1979 M $5 $.50 per copy Circ-2,100 Natl. Adv $350 8 1/2 x 11 Offset 44pp. Color-4 [469890]

Berkshire News
American Berkshire Assn, 601 West Monroe St., Springfield, IL 62704 (217) 523-2123
Ed.-Adv. Dir. Porter Sowersh Mng. Ed. Merrill Smith
Promotion of purebred Berkshire hogs.
1935 10x/yr. $3 $.50 per copy Circ-3,200 Adv $198 8 1/2 x 11 Letterpress 40pp. Color [208444]

Better Beef Business
Performance Registry Int'l, 201-204 Frisco Bldg., Joplin, MO 64801 (417) 781-4510
Ed.-Publ. Curtis Rodgers Mng. Ed. Betsy Furr
M $6 Circ-16,000 Adv $800 10 1/2 x 16 1/2 Web Color-4 (208458)

Brahman Journal, The
American Brahman Breeders Assn, 1313 La Concha Lane, Houston, TX 77054 (713) 795-4444
M (208486)

Cattle Business
Mississippi Cattlemen's Assn, 121 North Jefferson St., Jackson, MS 39202
Ed. W. G. Griffin, Jr.
1958 BM $8 Circ-7,000 Adv $225 8 1/2 x 11 Sheetfed Color-4 (438936)

Cattlemen
Texas & Southwestern Cattle Raisers Assn, 410 E. Weatherford St., Ft. Worth, TX 76102
Ed. Paul Horn
Material deals with things related to beef cattle producers and the beef industry. Some material pertaining to horses is included.
1914 M $10 $1 per copy Circ-25,500 Adv $750 8 1/4 x 10 3/4 Web Color-4 (208710)

Chester White Journal
Chester White Swine Record Assoc., Box 228, Rochester, IN 46975 (219) 223-3512
Ed. Daniel Parrish Mng. Ed. Sharon Cooper
Pertains to breeding, production, management, sale and promotion of purebred Chester White. Many management points and selection systems can be adapted to any swine business.
M $5 $.50 per copy Adv $180 Color [208745]

Co-op Hog Postcards
Co-op Farm Postcards, 1521 25th st., Minneapolis, MN 55404 (612) 722-2881
Publ. Dewey Johnson Adv. Dir. Rene Selmi
SA Circ(contr)-50,000 Adv $895 5 1/2 x 3 1/2 Offset Color [423381]

Drovers Journal
(Stockman's Journal, Drovers Telegram, Livestock Reporter), Vance Publishing Corp, One Gateway Center, Fifth at State, Kansas City, MO 66101 (913) 281-3073
Ed. Allan McGhee Publ.-Adv. Dir. Warren Morse
Provides specialized business information and news for the larger livestock farmers in major meat animal production. Market reports on livestock, grains, and farm products are augmented with analysis of the trade in livestock. Covers most phases of feedlot and field management and purebred breeding.
1873 $10 $.35 per copy Circ-68,000 ABC Adv $2,520 11 x 14 1/2 Web 26pp. Color-4 (208857)

Feedlot Management
Miller Publishing Co., Box 67, Minneapolis, MN 55440 (612) 374-5200
Ed. George Ashfield Adv. Dir. Jack Rantola
Information on general management, nutrition and feeding, waste management, animal health, and marketing for cattle and lamb feeders.
1959 M $12 $1 per copy Circ-19,000 BPA Natl. Adv $1,335 8 1/4 x 11 Web 80pp. Color-4 (208899)

Guernsey Breeders Journal
American Guernsey Cattle Club, 70 Main St., Peterborough, NH 03458 (603) 924-3344
Ed. Max Dewdy Mng. Ed. K. Jo Wilson
Reports meetings, sales, fairs, and production figures in the registered Guernsey industry.
1910 M $5 $.50 per copy Circ-4,500 Natl. Adv $290 8 x 11 Web Color-4 (208955)

Hampshire Herdsman
Hampshire Swine Registry, 1111 Main St., Peoria, IL 61606 (309) 674-9134
Ed. Larry Rus Adv. Dir. Nancy Starman Mng. Ed. Peggy Morehart
Pertains to breeding, management, performance, testing, production, and marketing of swine.
1926 M $5 $.50 per copy Circ-8,500 Subs-7,000 Natl. Adv $300 7 7/8 x 10 3/4 Web 120pp. Color-4 [208969]

Hog County Estimates
Agricultural Statistician, Box 1659, Richmond, VA 23213 (804) 782-2493
Cat. 422
A Govt. Div. (543403)

Hog Extra
Farm Journal, Inc., 230 W. Washington Square, Philadelphia, PA 19105 (215) 574-1200
Ed. John Russel Publ. Dale Smith Adv. Dir. Lee Alexander
Management report for commercial pork producers, emphasizing new developments in production. Also includes price forecasts, herd health advice.
1962 14x/yr. Circ-255,219 ABC Natl. Adv $5,050 B 1/8 x 10 7/8 Web Color-4 Jour. [208983]

***Hog Farm Management**
Miller Publishing Co., 2501 Wayzata Blvd., Minneapolis, MN 55440 (612) 374-5200
Ed. George Ashfield Publ. George Gates Adv. Dir. Jack Rautiola
New approaches, ideas, innovations, management practices for more efficient, profitable hog production.
1964 M $12 $1 per copy Circ-47,000 BPA Natl. Adv $2,142 B 1/4 x 11 Web 72pp. Color-4 (208990)

*** Iowa Pork Producer**
Rawson Publications, The Rawson Bldg. AB & Rangeline Roads, R-1, Columbia, MO 65201 (314) 449-0883
Ed.-Publ. L. David Rawson Adv. Dir. Debra Garnett Mng. Ed. Bruce Hickson Circ. Mgr. Lela Hickson Art Dir. Jan Paul
The official publication of the Iowa Pork Producers Association
1970 M State Adv $750 B 3/8 x 10 3/4 Sheetfed Color-4 [792130]

Journal of Livestock & Agriculture
Livestock Exchange Bldg., St. Joseph, MO 64504 (816) 238-0132
Ed. Jacklyn Silvy
W Newsp [814747]

Journal of the Milking Shorthorn & Illawarra Breeds
American Milking Shorthorn Society, 1722-JJ S. Glenstone, Springfield, MO 65804 (417) 887-6525
Ed. Janet Wallace Adv. Dir. Janet Beavers Mng. Ed. Harry Ciampitt
To promote Milking Shorthorn & Illawarra breeds. Contains milk, meat, and show results.
1919 M $6 $.50 per copy Circ-3,600 Natl. Adv $322 B x 11 Offset 48pp. Color [209431]

Livestock Breeder Journal
567 Arlington Pl., Box 4264, Macon, GA 31208 (912) 746-4815
Ed. John Jonkins
M Circ-24,000 [814740]

Livestock Market Report, Sioux City Weekly
Livestock Market News Service, 225 Livestock Exchange Bldg., Sioux City, IA 51107 (712) 252-3286
Ed. Sheldon S. Reese
Weekly trends, prices, supply of cattle, hogs and sheep, feeder cattle summary and statistics.
1948 W Free 1pp. [209144]

Livestock Market Report (South St. Paul, Minnesota)
Livestock Market News Service, 116 Livestock Exchange Bldg., South St. Paul, MN 55075 (612) 451-1565
W Free No Adv (209179)

Mid-South Stockman Farmer
(Mississippi Valley Stockman-Farmer), Mississippi Valley Publ Co., Suite 302, Lakeland Tower, 1755 Lelia Dr., Jackson, MS 39216 (601) 981-4805
Ed. Allen Nation Publ.-Adv. Dir. Tim Owens Circ. Mgr. Tom Davenport
Edited for the livestock industry in Mississippi, and surrounding states. Emphasis is on cattle, purebred and commercial.
1945 $5 $.35 per copy Circ-7,500 Adv $400 B 1/2 x 11 Sheetfed Color-4 (393897)

*** Missouri Beef Cattleman**
Missouri Beef Cattleman, Inc., P.O. Box 16050, Kansas City, MO 64112 (913) 384-1916
Ed.-Publ. Larry Alexmeister
Covers cattle production for the Missouri farmer, featuring material on the state breeding associations, sales, fairs, herd management, and new products.
1971 M $10 Circ-8,000 State Adv $400 B 1/2 x 11 Sheetfed Color [209445]

***National Hog Farmer**
Webb Company, 1999 Shepard Road, St. Paul, MN 55116 (612) 647-7375
Ed. Bill Fleming Publ. Stuart Leggard Adv. Dir. Stuart LeGaard Mng. Ed. Dale Miller Circ. Mgr. Joe Vale
For professional pork producers, marketing 200 & hogs/pigs yearly.
1956 M $10 Circ(contr)-122,529 BPA Natl. Adv $3,268 10 1/2 x 14 3/8 Web 100pp. Color-2 [209543]

Nebraska Cattleman
Nebraska Stock Growers Assn., P.O. Drawer 40, Alliance, NE 69301 (308) 762-3005
Ed.-Mng. Ed. Robert Howard
Association news for beef cattle raisers. Bk. revs.
1944 M $5 $.50 per copy Circ(contr)-4,500 Subs-230 Reg. Adv $265 B 1/2 x 11 Sheetfed 48pp. Color-4 [209599]

North Dakota Stockman, The
(Bar North), North Dakota Stockmen's Assn., 407 S. 2nd, Bismarck, ND 58501 (701) 223-2522
Ed. Sandra Clark
Emphasis on beef cattle.
1953 M $15 $.25 per copy Circ-3,000 Local Adv $165 B 1/2 x 11 Sheetfed 48pp. Color [396289]

***Pig American**
(Pig), Watt Publishing Co., Sandstone Bldg., Mount Morris, IL 61054 (815) 734-4171
Ed. Steve Marbery Publ. Orval Cockrel Adv. Dir. Jewel Long Circ. Mgr. W. R. Wiggins
Edited to provide industry data to pig businessmen in the U.S. & Canada.
1975 M $12 $1.50 per copy Circ(contr)-56,532 BPA Natl. Adv $2,500 B 1/8 x 10 7/8 Sheetfed Color-4 film [398408]

Pig American Product News Cards
Watt Publishing Co., Sandstone Bldg., Mount Morris, IL 61054 (815) 734-4171
4x/yr. Circ-40,000 Adv 5 1/4 x 3 1/4 Offset (398421)

Polled Hereford World Magazine
American Polled Hereford Assn., 4700 E. 63rd St., Kansas City, MO 64130 (816) 333-7731
Ed. Ed Bible Adv. Dir. Johnny Winston Mng. Ed. Paul Slayton Circ. Mgr. Shirley Butler Art Dir. Bruce Huxol
For breeders of Polled Hereford cattle, features, how-to industry events.
1947 M $6 $.50 per copy Circ(contr)-19,000 Natl. Adv $550 B 1/2 x 11 Web 180pp. Color-4 [209746]

Pork Producers Buying Guide
Webb Publications Div., 1999 Shepard Rd., St. Paul, MN 55116 (612) 647-7375
Ed. Bill Fleming Publ. Stuart Leggard Adv. Dir. Stuary Le Gaard Mng. Ed. Dale Miller Circ. Mgr. Joe Vale
Directory with sources for buildings, equipment, feed, pharmaceuticals, breeding stock, feeder pigs, and additional information on hog production.
1971 A Circ(contr)-122,529 Subs-3,719 BPA Natl. Adv $2,250 B x 10 3/4 Web 200pp. Color-4 Dir. [709192]

Pork Producers Reference
The Vance Publishing Corp., 7950 College Blvd., Box2939, Shawnee Mission, KS 66201 (913) 381-6310
Ed. Allan McGhee Publ. J. B. O'Neil
A Drovers Journal special publication for commercial pork producers.
1979 Q $14 Circ-64,600 ABC Natl. Adv $3,030 11 x 14 1/2 Web Color-4 [792676]

Sheep Breeder & Sheepman
Livestock -Services, Box 796, Columbia, MO 65201 (314) 443-7356
Ed.-Mng. Ed. Larry Mead Publ. P. V. Ewing, Jr. Circ. Mgr. Pam Davenport
Promotion of purebred and commercial sheep industry.
1880 M $7.50 $.50 per copy Circ-9,000 Internatl. Adv $350 B 1/4 x 10 Letterpress 152pp. Subscr. [209907]

South Dakota Stock Grower
South Dakota Growers Assn., Inc., 426 St. Joseph St., Rapid City, SD 57701 (605) 342-0429
Ed. Jack McCulloh
Edited for the cattle & livestock producer of S.D. and for those who feed livestock.
1943 M $5 Circ-3,200 Adv $150 B 1/2 x 11 Sheetfed Color-4 (402087)

Stockman-Farmer
Mississippi Valley Pub. Corp., 1755 Lelia Dr., Jackson, MS 39216 (601) 981-4805
Ed. H. Allen Nation
M Circ-12,000 [814733]

Successful Hog Section
Meredith Corp., Locust at 17th, Des Moines, IA 50336 (515) 284-2139
Publ. Bruce Boyle Adv. Dir. Jim Cornick Mng. Ed. Jim McGinn
Business and management guidance for hog farmers from successful farming.
13x/yr Circ-238,500 ABC Natl. Adv $4,920 B 1/8 x 10 7/8 Web Color-4 [791178]

Weekly Livestock Reporter
Livestock Service, Inc., 120 N. Rayner, P.O. Box 7796, Fort Worth, TX 76111 (817) 831-3147
Ed.-Publ. Ted Gouldy Adv. Dir. James Brown Circ. Mgr. Donna Whatley
Registered and commercial livestock operations, and allied industries. Livestock marketing and politics involving livestock. Breed Association publicity special sections. Bk. revs.
1897 W $8 $.25 per copy Circ-20,462 Subs-19,343 BPA Adv $475 11 1/4 x 14 1/2 Web 32pp. Color-4 Newsp. [209200]

Western Livestock Journal
Crow Publications, Inc., Drawer 17F, Denver CO 80216 (303) 623-2800
Ed. Glen Richardson Publ. Dick Crow Adv. Dir. Kent Holen Mng. Ed. Patti Thorn Circ. Mgr. Bernadine Jewell Art Dir. Scott Horsting
Edited to act as a market place for livestock producers, feedlot operators & horsemen within the 17 western states. Bk. revs.
1922 W $16 50 $.30 per copy Circ-39,966 Reg. Adv $2,380 11 1/2 x 17 1/2 Web 20pp. Color Newsp. [410212]

Broiler Industry
(Broiler Business), Garden State Publishing Co., 4411 Landis Ave., Sea Isle City, NJ 61054 (815) 734-4171
Ed. William A. Haffant Publ.-Adv. Dir. Orval Cockrel
Covers the broiler production and processing fields and informs of labor-management, production problems, plant operations, packing, distribution, legislation and foreign markets.
1937 M $10 $1 per copy Circ-9,499 BPA Nett. Adv $600 B 1/8 x 10 7/8 Offset 44pp., Color (271640)

Gobbles
Minnesota Turkey Growers' Assn. Inc., 2387 University Ave., St. Paul, MN 55114 (612) 646-4553
Ed. Peggy Sheldon
Edited for those who grow bread & process turkeys and members of allied industries.
1946 M $4 $.35 per copy Circ(contr)-2,000 Adv $275 B 1/2 x 11 Sheetfed 24pp. Color [387566]

Industria Avicola
Watt Publishing Co., Sandstone Building, Mt. Morris, IL 61054 (815) 734-4171
Ed. Robert Tuten Publ. Leslie A. Watt Adv. Dir. Orval H. Cockrel Mng. Ed. E. E. Ruther Circ. Mgr. W. R. Wiggins
Edited for those engaged in the processing productions and marketing of eggs, broilers and turkeys.
1952 $975 $12 $41.50 per copy Circ(contr)-13,026 BPA Internatl. Adv $1,275 B 1/8 x 10 7/8 Letterpress 47pp. Color-4 film [271864]

Poultry and Egg Market News, Missouri
Federal-State Market News Service, Jefferson Building, Jefferson City, MO 65102
D (271962)

Poultry and Egg Marketing
Poultry & Egg News, Inc., 345 Green St., N.W., Box 1338, Gainesville, GA 30501 (404) 536-2476
Ed.-Mng. Ed. Alfred Schwartz Publ. John Yarbrough Adv. Dir. John Beam Circ. Mgr. Peggy Clements
Directed to processing & marketing operations as well as marketing factors.
1920 M $6 $.25 per copy Circ-8,800 Internatl. Adv $816 11 3/8 x 14 1/2 Web 36pp. Color-4 Tab. [498819]

Poultry Digest
Garden State Publishing Co., Sea Isle City, NJ 08243
Ed. Roland C. Hartman
For people who service and manage poultry, problems of flock health, nutrition, construction, ventilation, equipment, financing, etc.
M $5 $1 per copy Circ-14,000 Adv $885 (271948)

Poultry Digest
Watt Publishing Co., Box 947, Cullman, AL 35055 (815) 734-4171
Ed. James Plunkett
M Circ-15,000 [817232]

Poultry Disposition & Production
Agricultural Statistician, Box 1659, Richmond, VA 23213 (804) 782-2493
April. Cat. 632
A Govt. Dir. (543260)

Poultry Tribune
Watt Publishing Co., Sandstone Bldg., Mt. Morris, IL 61054 (815) 734-4171
Ed. David Amey Publ. Orval Cockrel Adv. Dir. Anita Martin Mng. Ed. E. E. Ruther Circ. Mgr. W. R. Wiggins
Edited for people who are commercially involved in the production, processing and marketing of eggs.
1895 M $12 $1.50 per copy Circ(contr)-19,649 BPA Natl. Adv $1,450 B 1/8 x 10 7/8 Sheetfed 46pp. Color-4 film [272088]

Turkey World
Watt Publishing Co., Sandstone Building, Mount Morris, IL 61054 (815) 734-4171
Ed. Bernard Hefferman Publ. O. H. Cockrel Adv. Dir. Anita Martin Mng. Ed. E. E. Ruther Circ. Mgr. W. R. Wiggins
An agri-business publication covering the production, processing and marketing of turkeys.
1926 BM $7 $1.50 per copy Circ(contr)-7,574 BPA Natl. Adv $660 B 1/8 x 10 7/8 Letterpress 34pp. Color film [272172]

Turkey World Directory Issue
Watt Publishing Co., Mount Morris, IL 61054 (815) 734-4171
Ed. Bernard Hefferman Publ. Orval Cockrel Adv. Dir. Anita Martin
Special publication of Turkey World Magazine.
A $1.50 per copy Circ(contr)-9,254 BPA Natl. Adv $660 B 1/8 X 10 7/8 Sheetfed Color-4 Dir. [808111]

APPENDIX F

TRADE SHOWS

Asterisk (*) denotes trade shows frequently cited by interview respondents.

NATIONAL AND REGIONAL TRADE SHOWS

***AMERICAN PORK CONGRESS**

Contact: Kathy Cadner, PO Box 10383, Des Moines, IA 50306 (515-223-2600)

1983 attendance: 11,459 (verified), number of ag exhibitors: 386, number of ag booth spaces available in 1984: 940. National meeting of National Pork Producers Council and trade show.

1984: Mar 7-9, Kansas City, MO
1985: Mar 6-8, Indianapolis, IN
1986: Mar12-14, St. Lous, MO

AMERICAN ROYAL LIVESTOCK, HORSE SHOW & RODEO

Contact: Laurence L. Pressly, 1701 American Royal Court, Kansas City, MO 64102 (816-221-9800)

1982 attendance: 300,000 (est). number of ag booth spaces available in 1983: 90

DIXIE NATIONAL LIVESTOCK SHOW

Contact: Tom Strickland, PO Box 892, Jackson, MS 39205 (601-961-4000.

1983 attendance: 145,000 (est). number of ag exhibitors: 50, number of ag booth spaces available in 1984: 60. One of the largest shows on the nation's major livestock circuit, according to show officials. Dixie National will host the National Brahman Show in 1983.

1984: Feb 2-19, Jackson, MS

***ELECTRIC POWER & FARM EQUIPMENT SHOW**

Contact: T.L. Willborn, PO Box 4364, Madison, WI 53711 (608-273-2900)

1983 attendance: 55,500 (est). number of ag exhibitors: 300. number of ag booth spaces available in 1984: 300

1984: Mar 14-16, Madison, WI
1985: Mar 13-15
1986: Mar 19-21

***EMPIRE FARM DAYS**

Contact: Richard B. Amidon, Box 166, Lafayette, New York 13084 (315-677-3635)

1983 attendance: 179,000 (est). number of ag exhibitors: 437. number of ag booth spaces available in 1983: 475

1983: Aug 9-11, East Bloomfield, NY (Holcomb area)
1984: Aug 7-9

***FARMFEST '83**

Contact: Farm Fairs, Marlyn Buss, Box 83, Lake Crystal, MN 56055 (507-726-6863)

1982 attendance: 53,000 (verified). number of ag exhibitors: 357, number of ag booth spaces available in 1984: 500. The Farmfest is held on a permanent site near Lake Crystal. Does include working demonstrations

1983: Aug 3-5, Lake Crystal, MN
1984: Aug 1-3
1985: Early August

LIVESTOCK MARKETING CONGRESS

Contact: John McBride, Livestock Merchandising Institute, 301 E. Armour Blvd, Kansas City, MO 64111 (816-531-2235)

This is a new show.

1984: Jun, San Antonio, TX

***FARM PROGRESS SHOW**

Contact: Mark Moser, Route 2, Marion, IA 52302

1982 attendance: 250-300,000 (est); number of ag exhibitors: 380, number of ag booth spaces available in 1983: Unlimited. Includes 80-acre exhibit field, seed and chemical comparison plots, 1,000+ acres. Corn & Soybeans harvested during show.

1983: Sep 27-29, Marion, IA
1984: Sep 25-27, Fisher, IL

FARM STORE MERCHANDISING CONFERENCE & TRADE SHOW

Contact: Paul Anderson, President, Box 1092, Minneapolis, MN 55440 (612-374-5200)

1982 attendance: 3,368 (verified); number of ag exhibitors: 350, number of ag booth spaces available in 1983: 477. Show is for all products sold through or used by farm stores. All ag inputs — feed, seed, fertilizer, chemicals, animal health, farm hardware, etc. Plus capital goods: transport, handling, processing equipment, etc.

1983: Jul 27-29, Indianapolis, IN
1984: Jul 11-13, St. Louis, MO
1985: Jul 10-12, Des Moines, IA

***HUSKER HARVEST DAYS**

Contact: Gary Carpenter or Jim Kanter, PO Box 81208, Lincoln, NE 68501 (402-489-9331)

1982 attendance: 175,000 (est); number of ag exhibitors: 325, number of ag booth spaces available in 1983: 780. A working farm exhibition on a permanent 937-acre site with harvesting, tillage and irrigation demonstrations during the three days of the show. Sponsored by Nebraska Farmer magazine.

1983: Sep 13-15, Grand Island, NE
1984: Sep 18-20
1985: Sep 17-19
1986: Sep 16-18

INTERNATIONAL PIG TRADE SHOW

Contact: Charles Rose, Show Manager, Jeri Hood Exhibit Manager, PO Box 947, Cullman, AL 35055 (205-734-6800)

1982 attendance: 3,490 (verified), number of ag exhibitors: 151, number of ag booth spaces available in 1983: 400. Show features many educational aspects of interest to pork producers, live breeder displays, pig management seminars, tour of area hog farms, industry seminar for women, free pork barbecue, International Marketing Seminar

1983: Dec 1-3, Atlanta, GA
1984: Dec 6-8
1985: Nov 20-22
1986: Nov 19-21

MID-AMERICA FARM EXPOSITION

Contact: Flora Anderson, Salina Chamber of Commerce, PO Box 586, Salina, KS 67401 (913-827-9301)

1983 attendance: 40,000 (est); number of ag exhibitors: 415, number of ag booth spaces available in 1984: 415. A major midwestern farm show for farmers & ranchers to view & buy the latest farm machinery equipment.

1984: Mar 20-22, Salina, KS
1985: Mar 19-21
1986: Mar 25-27

MIDWEST AG INDUSTRIES EXPO (MAGIE)

Contact: L.D. Burling, Box 186, St. Anne, IL 60964 (815-427-6644)

1982 attendance: 2,500 (est); number of ag exhibitors: 100; number of ag booth spaces available in 1983: 130. Custom application equipment and supply industry outdoor show — mobile equipment can be driven by registrants.

1983: Aug 24-25, Vermilion Airport, Danville, IL

MIDWEST AG SYMPOSIUM

Contact: Judy Haug, Box 31052, Omaha, NE 68131 (402-551-8463)

Number of ag booth spaces available in 1983: 500. Exhibiting farm equipment, services and products; farm home living products and services.

1983: Nov 30-Dec 1, Omaha, NE
1984: Nov 28-29

NATIONAL CATTLE CONGRESS

Contact: Lyndal Graff, PO Box 298, Waterloo, IA 50704 (319-234-7515)

1982 attendance: 220,295 (verified); number of ag exhibitors: 300; number of ag booth spaces available in 1983: 300 (also outside exhibit space)

1983: Sep 17-25, Waterloo, IA
1984: Sep 15-23
1985: Sep 14-22
1986: Sep 13-21

NATIONAL CATTLEMEN'S ASSN CONVENTION & TRADE SHOW

Contact: Sally Freeman Goldesberry, PO Box 3469, Englewood, CO 80155 (303-694-0305)

1983 attendance: 5,000 (est); number of ag exhibitors: 196; number of ag booth spaces available in 1984: 406

1984: Jan 23-25, New Orleans, LA
1985: Jan 27-29, Phoenix, AZ
1986: Late January, San Antonio, TX

***NATIONAL FARM BUILDER SHOW**

Contact: Richard Bowman, 260 Regency Court, Waukesha, WI 53186 (414-782-0604)

1983 attendance: 1,327 (verified); number of ag exhibitors: 202; number of ag booth spaces available in 1984: 198. Contractors' show for rural/agricultural builders.

1984: Feb, Nashville, TN
1985: Feb, Chicago, IL
1986: Feb, Phoenix, AZ

***NATIONAL FARM MACHINERY SHOW**

Contact: Stephan Phelps, PO Box 37130, Louisville, KY 40233 (502-366-9592)

1983 attendance: 203,600 (verified); number of ag exhibitors: 750; number of ag booth spaces available in 1984: 750

1984: Feb 15-18, Louisville, KY
1985: Feb 13-16
1986: Feb 12-15

NATIONAL FEEDER PIG SHOW

Contact: Johnnie S. Dediker, 220 W. Main Plaza, West Plains, MO 65775 (417-256-4433)

1982 attendance: 2,500 (est); number of ag exhibitors: 50; number of ag booth spaces available in 1984: 100

1984: May 3-4, West Plains, MO
1985: May 2-3,
1986: May 1-2

NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPOSITION

Contact: Harold Workman, PO Box 36367, Louisville, KY 40233 (502-588-3186)

1982 attendance: 100,000+ (est)

1983: Nov 5-19, KY Fair & Expo Ctr, Louisville, KY
1984: Nov 3-17
1985: Nov 9-23
1986: Nov 8-22

SOYBEAN EXPO

Contact: Larry Krueger, American Soybean Assn, Box 27300, St. Louis, MO 63141 (314-432-1600)

1982 attendance: 3,000 (est); number of ag exhibitors: 73; number of ag exhibit booth spaces available in 1983: 150. Attendance is by the largest soybean producers and exhibits are directed toward production and marketing interest of the large soybean producer.

1983: Jul 31-Aug 3, Nashville, TN
1984: Aug 3-7, Tulsa, OK
1985: Aug 14-18, San Antonio, TX
1986: Jul 25-28, Cincinnati, OH

***3-I SHOW**

Contact: Eddie D. Estes, PO Box 1382, Dodge City, KS 67801 (316-227-8082)

1983 attendance: 100,000 (est); number of ag exhibitors: 330; number of ag booth spaces available in 1984: 510. Sponsored by Western Kansas Manufacturers Association.

1984: Apr 26-29, Great Bend, KS
1985: Apr 25-28, Garden City, KS

TRIUMPH OF AGRICULTURE EXPO — FARM AND RANCH MACHINERY SHOW

Contact: Robert P. Mancuso, 666 Farnam Bldg, Omaha, NE 68102 (402-346-5373)

1983 attendance: 43,000 (turnstyle); number of ag exhibitors: 280; number of ag booth spaces available in 1984: 500. IA-NE Farm Equipment Dealers Assn holds a convention in conjunction with the Farm Show. A manufacturers seminar on exporting is conducted by Department of Commerce & Industry.

1984: Mar 12-14, Omaha, NE
1985: Mar 11-13

WESTERN FARM SHOW

Contact: Keith Melvin, PO Box 19264, Kansas City, MO 64141 (816-561-5323)

1983 attendance: 39,800; number of ag exhibitors: 406; number of ag booth spaces available in 1984: 127,200 sq ft indoors and 34,200 sq ft outdoors

1984: Feb 26-28, Kansas City, MO
1985: Feb 24-26
1986: Feb 23-25

WORLD DAIRY EXPO

Contact: Bradley W. Rugg, 919 Applegate Road, Madison, WI 53713 (608-273-EXPO)

1982 attendance: 71,000 (verified); number of ag exhibitors: 360; number of ag booth spaces available in 1983: over 360. An international trade show for dairy farmers with 1,700 US and Canadian dairy cattle exhibited at 6 national level shows.

1983: Oct 5-9, Madison, WI
1984: Oct 3-7

STATE TRADE SHOWS

ILLINOIS

DU QUOIN STATE FAIR

Contact: Tony Jahr, PO Box 191, Du Quoin, IL 62832 (618-542-5484)

1983: Aug 26-Sep 5, Du Quoin
1984: Aug 24-Sep 3
1985: Aug 23-Sep 2
1986: Aug 22-Sep 1

THE GREATER PEORIA FARM SHOW

Contact: Tom Martin, PO Box 175, Rose Creek, MN 55970 (507-437-7763)

1982 attendance: 25,000 (est); number of ag exhibitors: 149; number of ag booth spaces available in 1983: 450. Full line farm trade show.

1983: Nov 29-Dec 1, Peoria, IL
1984: Dec 4-6
1985: Dec 3-5
1986: Dec 2-4

HEART OF ILLINOIS FAIR

Contact: Eileen M. Frye, Box 3334, Peoria, IL 61614 (309-691-6332)

1983: Jul 15-23, Peoria
1984: Jul 13-21
1985: Jul 12-20

ILLINOIS STATE FAIR

Contact: Gib Frier, Division of Markets, State Fairgrounds, Springfield, IL 62706 (217-782-6675)

1983: Aug 11-21, Springfield

INDIANA-ILLINOIS FARM EQUIPMENT SHOW

Contact: Richard Sherman, PO Box 381, Brookline, MA 02146 (617-566-2642)

1983 attendance: 38,000; number of ag exhibitors: 385; number of ag booth spaces available in 1984: 400. Show features dealer/trade preview and free seminar series. 1984 show will be sponsored by Indiana Implement Dealers Assn.

1984: Jan 25-27, Indianapolis, IN

NORTHERN ILLINOIS FARM EXPO

Contact: Tom Martin, 12103 12th Ave S., Burnsville, MN 55337 (612-894-9270)

1983 attendance: 23,000 (est); number of ag exhibitors: 235; number of ag booth spaces available in 1984: 300. Full line agribusiness show.

1984: Jan 4-6, Metrocentre, Rockford, IL

SOUTHERN ILLINOIS FARM MATERIALS HANDLING SHOW

Contact: Royce Carter, Wayne-White Counties Electric Coop, Hwy 15W, Fairfield, IL 62837 (618-842-2196)

1983 attendance: 5,000 (est); number of ag exhibitors: 65; number of ag booth spaces available in 1984: 120. A non-field machinery show emphasizing innovations in electric equipment efficiencies with ag booth spaces booked well in advance.

1984: Feb 28-Mar 1, Nashville, IL

WIAI ANNUAL AG DAY FARM SHOW

Contact: Tom Gibson, Farm Director, 4 N. Vermilion St, Danville, IL 61832 (217-443-5500)

1983 attendance: 1,200 (est); number of ag exhibitors: 50; number of ag booth spaces available in 1984: 50

1984: Mid-March, Danville, IL

IOWA

IOWA GRAIN AND FEED ASSN

Contact: Robert L. Skinner, 2882 106th Street, Des Moines, IA 50322 (515-276-0066)

1982 attendance: 922 (verified); number of ag exhibitors: 101; number of ag booth spaces available in 1983: 101

1983: Nov 20-22, Marriott Hotel, Des Moines, IA
1984: Nov 18-20
1985: Nov 24-26
1986: Nov 23-25

IOWA POWER FARMING SHOW

Contact: Melvin Stukenberg, Show Mgr, Norma Bettis, Exhibit Mgr, 2716 Grand, Des Moines, IA 50312 (515-282-8384)

1983 attendance: 20,000 (est); number of ag exhibitors: 410; number of ag booth spaces available in 1984: 410

1984: Feb 6-9, Des Moines, IA
1985: Feb 4-7
1986: Feb 3-6

IOWA STATE FAIR

Contact: Jim Taylor, Statehouse, Des Moines, IA 50319 (515-262-3111)

1983: Aug 10-20, Des Moines
1984: Aug 15-25
1985: Aug 14-24
1986: Aug 13-23

NORTH IOWA FARM EXPO

Contact: Russ Boyd Farm Shows, 2003 5th Ave SE, Austin, MN 55912 (507-433-7657)

1983 attendance: 2,100 (verified); number of ag exhibitors: 73; number of ag booth spaces available in 1984: 125. Full-line farm equipment show.

1984: Feb 9-11, Mason City, IA
1985: Mar 7-9
1986: Mar 6-8

SIOUXLAND FARM SHOW

Contact: Russ Boyd Farm Shows, 2003 5th Ave SE, Austin, MN 55912 (507-433-7657)

1983 attendance: 10,500 (est); number of ag exhibitors: 102; number of ag booth spaces available in 1984: 235. A full line farm equipment show.

1984: Jan 13-15, Southern Hills Auditorium, Sioux City, IA
1985: Jan 18-20

***IOWA PORK CONGRESS**

Contact: Neil Dierks, P.O. Box 7, Clive, IA 50053 (515/225-7675)

1984: Jan. 24-26, Veterans Auditorium, Des Moines, IA

MINNESOTA

CORN-BEAN DAY FARM SHOW

Contact: Ed Patte & Janice Doubler, PO Box 57, Walnut Grove, MN 56180 (507-859-2314)

1982 attendance: 850 (verified); number of ag exhibitors: 50; number of ag booth spaces available in 1983: Unlimited. Site of Minnesota State Rolle-Bolle Tournament & Tractor/Pickup Pull.

1983: Sep 10, Walnut Grove, MN

MINNESOTA FARM EXPO

Contact: Steve Henry or Jim Brenner, North Country Enterprises, Box 518, Chippewa Falls, WI 54729 (715-723-5061)

Number of ag booth spaces available in 1983: 210. Demonstration plots, exhibit lots and in-tent exhibit spaces permitted.

1983: Jul 7-9, St. Cloud, MN
1984: Jul 19-21, Central MN

MINNESOTA STATE FAIR

Contact: V. James Sinclair, Minnesota State Fairgrounds, St. Paul, MN 55108 (612-642-2200)

1983: Aug 25-Sep 5, St. Paul
1984: Aug 23-Sep 3
1985: Aug 22-Sep 2
1986: Aug 28-Sep 8

NORTHERN FARM SHOW

Contact: William L. Ryden, Farm Equipment Association of MN & SD, 129 E. Broadway, Owatonna, MN 55060 (507-451-1136)

1983 attendance: 20,000 (est); number of ag exhibitors: 240; number of ag booth spaces available in 1984: 680

1984: Jan 19-21, Minneapolis, MN
1985: Jan 17-19
1986: Jan 16-18

*RED RIVER VALLEY WINTER SHOWS

Contact: Phil Miller, Manager, Winter Shows Building, Crookston, MN 56716 (218/281-2900 Tues./Thurs.)

1984: Feb. 23-March 1, Crookston, MN
1985: Feb. 21-28, Crookston, MN

KREES-CATTLEMAN'S SHOW

Contact: Howard J. Miedler, PO Box 430, Moberly, MO 65270 (816-263-1600)

1983 attendance: 2,000 (verified); number of ag exhibitors: 42; number of ag booth spaces available in 1984: unlimited. Only cattle equipment, handling and breeder show of its kind in Missouri.

1984: Mar 27-28, Moberly, MO

KREES-FARM SHOW

Contact: Howard Miedler, PO Box 430, Moberly, MO 65270 (816-263-1600)

1983 attendance: 5,000 (verified); number of ag exhibitors: 55; number of ag booth spaces available in 1984: 65. Largest crop and crop related farm show of its kind in Missouri

1984: Jan 19-20, Moberly, MO

MISSOURI STATE FAIR

Contact: H.P. (Buster) Troutman, PO Box 111, Sedalia, MO 65301 (816-826-0570)

1983: Aug 11-21, State Fairgrounds, Sedalia

OZARK EMPIRE FAIR

Contact: Dan Fortner, Manager, MPO Box 630, Springfield, MO 65801 (417-833-2660)

1983: Jul 29-Aug 7, Springfield
1984: Jul 27-Aug 5
1985: Jul 26-Aug 4

OZARK FALL FARMFEST

Contact: Marla J. Calico, MPO Box 630, Springfield, MO 65801 (417-833-2660)

1982 attendance: 18,000 (est); number of ag exhibitors: 185; number of ag exhibit booth spaces available in 1983: over 300. Agri-equipment, machinery, products, services, purebred livestock on display and animal health products.

1983: Oct 14-16, Springfield, MO

ST. LOUIS FARM SHOW

Contact: Linda Gasparovic, Mississippi Valley Farm Equipment Assn, 10877 Watson Rd, Suite 300, St. Louis, MO 63127 (314-966-5757)

1982 attendance: 18,000 (est); number of ag exhibitors: 175; number of ag exhibit booth spaces available in 1983: 141,000 sq ft. Free admission displaying the latest in farm equipment technology, as well as educational seminars.

1983: Dec 14-15, Cervantes Convention Center, St. Louis, MO
1984: During week of Dec 10-14
1985: During week of Dec 9-13
1986: During week of Dec 8-12

FARMLAND INDUSTRIES, INC.

Contact: Ed Morris, P.O. Box 4305, Kansas City, MO 64116 (816/459-6000)

1983: Nov. 30-Dec. 2, Bartle Hall, Kansas City, MO
1984: Dec. 5-7, Kansas City, MO

NEBRASKA

AG ACTION-NEBRASKA'S CONVENTION OF AGRICULTURE

Contact: Gary Klein, PO Box 1486, Grand Island, NE 68802 (308-382-9210)

1983 attendance: 1,300 (verified); number of ag exhibitors: 69; number of ag booth spaces available in 1984: 75

1984: Feb 8-9, Fonner Park, Grand Island, NE

GATEWAY FARM EXPO

Contact: Steven L. Hatcher, P.O. Box 607, Kearney, NE 68847 (308-237-3101)

1982 attendance: 100,000 (est); number of ag exhibitors: 380; number of ag booth spaces available in 1983: 580

1984: May, Kearney, NE

***KFYR-RADIO AG-EXPO '84**

Contact: Gary Bergendahl, PO Box 1738, Bismarck ND 58502 (701-223-0900)

1983 attendance: approximately 26,000 (est); number of ag exhibitors: 143; number of ag booth spaces available in 1983: 200. Largest ag expo in ND with emphasis on agriculture farm and ranch related products and services.

1984: Feb 22-24, Bismarck Civic Center, Bismarck, ND

1985: Feb 20-22

NEBRASKA AGRICULTURAL EXPOSITION

Contact: Robert L. Anderson, 1620 "M" St, Lincoln, NE 68508 (402-476-1258)

1983 attendance: 6,000 (verified); number of ag exhibitors: 300; number of ag booth spaces available in 1984: 60,000 sq. ft.

1984: Jan 25-26, Omaha, NE
1985: Jan 23-24
1986: Jan 29-30

NEBRASKA STATE FAIR

Contact: Paul Putens, Box 81223, Lincoln, NE 68501 (402-474-5371)

1983: Sep 2-11, Lincoln
1984: Aug 31-Sep 9
1985: Aug 30-Sep 8

NORTHEAST/CENTRAL NEBRASKA FARM EXPO

Contact: Joe Stavas, KTTT Radio, Box 518, Columbus, NE 68601 (402-564-2866)

1983 attendance: 9,500 (est); number of ag exhibitors: 160; number of ag booth spaces available in 1984: 180.

Show covers eastern NE, parts of IA, SD and KS.

1984: Jan 10-11, Platte County Ag Park, Columbus, NE

NORTH DAKOTA

NORTH DAKOTA IMPLEMENT DEALERS ASSN CONVENTION EXHIBIT

Contact: Keith W. Howard, PO Box 2524, Fargo, ND 58108 (701-293-6822)

1982 attendance: 700 (verified); number of ag exhibitors: 98; number of ag booth spaces available in 1983: 165

1983: Nov 7-9, Bismarck, ND

NORTH DAKOTA STATE FAIR

Contact: Gerald Iverson, PO Box 1796, Minot, ND 58701 (701-852-3113)

1983: Jul 15-23, Minot
1984: Jul 20-28
1985: Jul 19-27
1986: Jul 18-26

SOUTH DAKOTA

SIOUX EMPIRE FAIR

Contact: Gordon L. Olson, W.H. Lyon Fairgrounds, Sioux Falls, SD 57107 (605-336-3313)

1983: Aug 23-28, Sioux Falls
1984: Aug 21-26
1985: Aug 20-25
1986: Aug 19-24

SIOUX EMPIRE FARM SHOW

Contact: Kip Scott, PO Box 1425, Sioux Falls, SD 57101 (605-336-1620)

1983 attendance: 37,000 (est); number of ag exhibitors: 260; number of ag booth spaces available in 1984: 260. The upper midwest's largest winter stock show with national intercollegiate rodeo and livestock judging contest, draft horse pull & women's activities.

1984: Jan-Feb, Sioux Falls, SD

SOUTH DAKOTA STATE FAIR

Contact: C.A. "Chuck" Schuknecht, Manager, PO Box 1275, Huron, SD 57350 (605-352-1431)

1983: Aug 30-Sep 5, Huron

WISCONSIN

21st ANNUAL EAU CLAIRE FARM SHOW

Contact: Steve Henry, North Country Enterprises, Box 518, Chippewa Falls, WI 54729 (715-723-5061)

1983 attendance: 7,500 (est); number of ag exhibitors: 109; number of ag booth spaces available in 1984: 120, inside and outside displays.

1984: Feb 28-Mar 1, Eau Claire, WI

FOND DU LAC FARM EXPO

Contact: Steve Henry, North Country Enterprises, Box 518, Chippewa Falls, WI 54729 (715-723-5061)

1983 attendance: 3,000 (est); number of ag exhibitors: 43; number of ag booth spaces available in 1984: 70

1984: Feb 2-4, Fond du Lac, WI

LACROSSE AREA FARM SHOW

Contact: Steve Henry, North Country Enterprises, Box 518, Chippewa Falls, WI 54729 (715-723-5061)

1983 attendance: 8,000 (est); number of ag exhibitors: 130; number of ag booth spaces available in 1984: 135

1984: Feb 21-23, LaCrosse, WI
1985: Feb 12-14

3rd ANNUAL VIKINGLAND FARM SHOW

Contact: Steve Henry, North Country Enterprises, Box 518, Chippewa Falls, WI 54729 (715-723-5061)

1983 attendance: 4,000 (est); number of ag exhibitors: 72; number of ag booth spaces available in 1984: 90

1984: Mar 20-22, Alexandria, MN

4th ANNUAL WAUSAU FARM EXPO

Contact: Steve Henry, North Country Enterprises, Box 518, Chippewa Falls, WI 54729 (715-723-5061)

1983 attendance: 3,500 (est); number of ag exhibitors: 55; number of ag booth spaces available in 1984: 57

1984: Early March, Wausau, WI

***WISCONSIN FARM PROGRESS DAYS**

Contact: Lynndon A. Brooks, 10 Babcock Dr, University of Wisconsin, Madison, WI 53706 (608-262-2966)

1982 attendance: 110,000 (est); number of ag exhibitors: 625; number of ag booth spaces available in 1983: 1,140. Field demonstrations on forage harvesting.

1983: Jul 19-21, Clark County, WI
1984: Oct 9-11, Jefferson County, WI
1985: Jul 16-18, Winnebago County, WI

WISCONSIN STATE FAIR

Contact: Ann Hauser, State Fair Park, West Allis, WI 53214 (414-257-8800)

1983: Aug 4-14, West Allis
1984: Aug 2-12
1985: Aug 1-11
1986: Jul 31-Aug 10

BUILDING TRADE SHOWS

AMERICAN INSTITUTE OF STEEL CONSTRUCTION

Contact: Paul Johnson, AISC, 400 N. Michigan Avenue, Chicago, IL 60611 (312/670-2400)

Annual Convention
1983: Dec. 5-7, Boca Raton Hotel & Club, Boca Raton, FL
1984: Sept. 10-12, Green Briar, White Sulfur Springs, WV

National Engineers Conference
1984: March 29-31, Hyatt Hotel, Birmingham Jefferson Civic Center, Birmingham, AL

Conference of Operating Personnel
1984: May 24-26, Hyatt Hotel, Houston Civic Center, Houston, TX

Conference of Financial/Administrative Personnel
1983: Oct. 19-21, The Brown Palace, Denver, CO
1984: Oct. 3-5, Hyatt Regency, Baltimore, MD

*ASSOCIATED GENERAL CONTRACTORS OF AMERICA, INC.

Contact: Becky Lower (Exhibits) or Richard Brown (Meetings and Membership), AGCA, 1957 E Street, N.W., Washington, DC 20006 (202/393-2040)

Convention & Exhibit
1984: March 8-13, New Orleans, LA
1985: Feb. 28-March 5, San Francisco, CA

Mid-Year Board Meeting
1983: Oct. 14-18, San Antonio, TX

*BUILDING SYSTEMS INDUSTRY EXPOSITION

Contact: Edith Stacks, Metal Building Dealers Association, 201 E. Abram, Suite 560, Arlington, TX (817/461-1145)

1984: Feb. 4-7, Phoenix Civic Plaza, Phoenix, AZ

*NATIONAL BUILDING MATERIALS DISTRIBUTORS ASSOCIATION

Contact: Julia Windsor, NBMDA, 1701 Lake Avenue, Glenview, IL 60025 (312/724-6900)

1983: Nov. 6-9, Loews Anatole, Dallas, TX
1984: Nov. 11-14, Sheraton Centre, Toronto, Ontario

*NATIONAL FRAME BUILDERS ASSOCIATION

Contact: Barbara Agner, NFBE, 1501 42nd Street, Suite 375, West Des Moines, IA 50265 (515/225-0643)

1983: Oct. 31-Nov. 1, Holiday Inn, Perrysburg, OH

*NATIONAL LUMBER & BUILDING MATERIAL DEALERS ASSOCIATION

Contact: Peggy Battle or Nancy Warren, NLBMDA, 40 Ivy Street, S.E., Washington, DC 20003 (202/547-2230)

1983: Oct. 7-14, The Pointe, Phoenix, AZ
1984: Oct. 31-Nov. 4, New Orleans, LA

*NATIONAL FARM BUILDER SHOW

Contact: Richard Bowman, 260 Regency Court, Waukesha, WI 53186 (414/782-0604)

1983 attendance: 1,327 (verified); number of ag exhibitors: 202; number of ag booth spaces available in 1984: 198. Contractors' show for rural/agricultural builders.

1984: Feb., Nashville, TN
1985: Feb., Chicago, IL
1986: Feb., Phoenix, AZ

FARM SHOW

1983

JULY

Jun 17 -Jul 5 **Southern California Exposition**
4-7 **Royal International Agricultural Show (England)**
7-9 **Minnesota Farm Expo**
8-12 **Farma Agricultural Show (Finland)**
11-16 Saskachimo Exposition Limited (Canada)
12-14 **Great Yorkshire Show (England)**
15-23 Heart of Illinois Fair
15-23 North Dakota State Fair
19-21 **Southern Commodity Conf & Trade Show**
19-21 **Wisconsin Farm Progress Days**
22-30 Delaware State Fair
22-30 Elkhart County 4-H Fair (IN)
22-31 **Exposition Agricole de St. Hyacinthe (Canada)**
26-28 **Michigan Agricultural Equipment Exposition**
27-28 Medicine Hat Exhibition & Stampede (Canada)
27-29 **Farm Store Merchandising Conference & Trade Show**
28-Aug 6 Bangor State Fair
29-Aug 7 Ionia Free Fair (MI)
29-Aug 7 Ozark Empire Fair (MO)
30-Aug 3 **Soybean Expo '83**
30-Aug 6 Montana State Fair

AUGUST

1-3 **Farmfest '83**
1-7 Regina Buffalo Days Exhibitior (Canada)
2-6 Central Wyoming Fair and Rodeo
2-8 Rocky Hill State Fair & Expo (RI)
4-14 Wisconsin State Fair
5-21 Ohio State Fair
9-11 **Empire Farm Days**
9-14 Clark County Fair Association (WA)
10-20 Iowa State Fair
11-20 Kentucky State Fair
11-20 Skowhegan State Fair (ME)
11-21 Illinois State Fair
11-21 Missouri State Fair
12-21 Erie County Fair & Exposition (NY)
13-20 Yellowstone Exhibition (MT)
15-21 Wyoming State Fair
16-21 Upper Peninsula State Fair (MI)
17-28 Indiana State Fair
17-Sep 5 Canadian National Exhibition
18-28 Central Canada Exhibition
19-27 State Fair of West Virginia
19-28 Colorado State Fair & Industrial Exposition
19-Sep 5 California State Fair
20-Sep 5 Pacific National Exhibition (Canada)
22-27 Montgomery County Fair (MD)
23-25 **Penn State's Ag Progress Days**
23-28 Sioux Empire Fair (SD)
24-25 **Midwest Ag Industries Expo (MAGIE)**
24-Sep 5 Expo Quebec (Canada)
25-Sep 5 Minnesota State Fair
26-Sep 5 Alaska State Fair
26-Sep 5 Du Quoin State Fair (IL)
26-Sep 5 Michigan State Fair
26-Sep 5 Oregon State Fair
27-Sep 5 Evergreen State Fair (WA)
27-Sep 5 Maryland State Fair
27-Sep 5 New York State Fair
28-31 **New York Farm Equipment Dealers Assn**
28-Sep 3 Atlantic National Exhibition (Canada)
30-Sep 5 Central Ontario Exhibition (Canada)
30-Sep 5 Great Allentown Fair (PA)
30-Sep 5 South Dakota State Fair

SEPTEMBER

1-5 Canfield Fair (OH)
2-11 Muskogee State Fair (OK)
2-11 Nebraska State Fair
3-10 Tri State Fair
3-11 Vermont State Fair
5-10 Eastern Idaho State Fair
7-11 Nevada State Fair
8-18 Utah State Fair
9-17 York Inter-State Fair (PA)
9-18 New Jersey State Fair
9-25 Western Washington Fair
10 **Corn-Bean Day Farm Show**
10-17 Saginaw Fair (MI)
10-18 Kansas State Fair
10-18 Spokane Interstate Fair
12-15 **Agri-Tech International '84**
13-15 **Husker Harvest Days**
13-18 Niagara Regional Exposition (Canada)
13-25 New Mexico State Fair
14-15 **National Custom Applicator Expo**
14-25 **Eastern State Exposition**
15-Oct 2 Los Angeles County Fair
16-18 **Florida Nursery & Allied Trade Show**
16-24 The Anderson Fair (SC)
16-25 **Tennessee State Fair**
17-25 **National Cattle Congress**
20-22 **Ohio State Farm Science Review**
21-22 **The Dairy Farming Event (England)**
22-24 **Western Michigan Farm Expo**
22-Oct 2 State Fair of Virginia
23-Oct 1 Arkansas-Oklahoma State Fair
23-Oct 2 Mid-South Fair (TN)
23-Oct 2 State Fair of Oklahoma
24-Oct 1 Panhandle South Plains Fair (TX)
25-28 **Pennag Industries Association**
27-29 **Farm Progress Show**
27-Oct 1 **Int'l Plowing Match & Farm Machinery Show**
29-Oct 2 Deerfield Fair (NH)
30-Oct 2 Sonoma County Harvest Fair (CA)
30-Oct 8 Dixie Classic Fair (NC)
30-Oct 9 Arkansas State Fair & Livestock Show
30-Oct 9 Tulsa State Fair

OCTOBER

1-8 **National Western Junior Fall Classic**
1-10 Topsfield Fair (MA)
3-6 **Agritech '83 (Israel)**
3-6 **Incentive Travel & Meeting Executives Show**
3-6 **National Premium/Incentive Show**
3-8 Heart O'Texas Fair & Rodeo
5-9 **World Dairy Expo**
6-9 **Spokane National Stock Show**
6-15 Alabama State Fair
7-16 Mississippi State Fair
7-23 State Fair of Texas
8-16 **Pacific International Livestock Exposition**
8-22 National Peanut Festival (AL)
10-13 **Big Fresno Fair**
11-13 **Sunbelt Agricultural Exposition, Inc.**
13-23 South Texas State Fair
14-16 **Ozark Fall Farmfest**
14-22 North Carolina State Fair
14-23 South Carolina State Fair
15-22 **Northern International Livestock Exposition**
17-22 Georgia State Fair
18-20 **Western Irrigation Show**
19-29 Greater Jacksonville Fair
21-30 Louisiana State Fair
21-Nov 6 Arizona State Fair
22-27 Agex Livestock Show, Rodeo & Indoor Tractor Pull (Canada)
26-30 Round-Up '83 (Canada)
28-Nov 5 **International Salon of Food and Agriculture (Canada)**
28-Nov 6 **Grand National Rodeo & Livestock Expo**
29-Nov 19 **American Royal Livestock Horse Show & Rodeo**

NOVEMBER

3-5 **West Expo**
3-14 Northlands Farmfair (Canada)
4-9 **Keystone International Livestock Expo**
5-19 **North American International Livestock Exposition**
7-9 **North Dakota Implement Dealers Association**
7-13 **FILAGRO (Portugal)**
10-19 **Royal Agricultural Winter Fair (Canada)**
13-16 **National Agricultural Bankers Conference**
13-16 **Pennsylvania Farm & Power Equipment Association**
14-17 **Australian National Field Days**
14-23 **SELKHOZTRAKTOR '83 Agricultural Machinery (USSR)**
15-17 **Tobacco Farmer Show**
15-18 **Intl Exhibition of Poultry & Livestock Techniques- EXPOAVIGA (Spain)**
16-20 **Int'l Ag Machinery Exhibition Elma (Italy)**

Bold type denotes Farm Shows

CALENDAR

1984

20-22	Iowa Grain and Feed Association
21-27	NUTRIFIL-Intl Food Exhibition (Portugal)
26-Dec 2	Canadian Western Agribition
29-Dec 1	Greater Peoria Farm Show
30-Dec 1	Midwest Ag Symposium
30-Dec 2	Kansas Livestock Assn Convention & Trade Show

DECEMBER

1-3	International Pig Trade Show
1-3	Tomah Farm Show
2-4	Wyoming Agri-Trade Expo '83
4-7	Agri-Turf Irrigation Exposition & Technical Conference
4-7	Amer Society of Farm Managers & Rural Appraisers
5-7	New England Equipment Dealers Association
5-8	National Agricultural Aviation Assn Convention & Expo
5-8	National Fertilizer Solutions Association
5-8	Royal Smithfield Show & Ag Machinery Exhibition (Eng)
7-8	Hog Day (Canada)
7-9	Kansas Pork Congress
14	Mid-Atlantic No-Till Conference
14-15	St. Louis Farm Show
Dec	Asian Food Tech (Singapore)
31-Jan 7	Arizona National

JANUARY

4-6	Northern Illinois Farm Expo
8-13	Pennsylvania Farm Show
9-11	Oxford Farming Conference (England)
9-12	British Cattle Breeders Club (England)
10-11	Northeast/Central Nebraska Farm Expo
10-11	Fertilizer & Chemical Dealers Exposition
11-13	National Turkey Federation Annual Convention
11-21	National Western Stock Show
12-15	Indy Super Pull & Expo
13-15	Siouxland Farm Show
15-17	Indiana Agri-Business Exposition
16-18	Manitoba Beef Cattle Seminar (Canada)
16-18	Mid-Tex Farm & Ranch Machinery Show
16-18	Northern Farm Show
17-19	California Ag Expo '84
17-19	Spokane Ag Expo
17-19	Stockton Ag Exposition
19-20	KRES-Farm Show
19-21	International Poultry Trade Show
19-21	Tropical Plant Industry Exhibition
20-21	Official Mid-South Farm Machinery Show
20-21	Ohio Cattleman's Association Meeting
23-25	Natl Cattlemen's Assn Convention & Trade Show
24-26	Colorado Farm Show
24-28	Agromek Intl Exhibition (Denmark)
25-26	Nebraska Agricultural Exposition
25-27	Indiana-Illinois Farm Equipment Show
25-Feb 5	Southwestern Exposition & Fat Stock Show
26-Feb 5	South Florida Fair & Exposition
27-29	Power Show Ohio
27-Feb 5	International Green Week Berlin (W. Germany)
31-Feb 2	Northwest Agricultural Show
31-Feb 3	Canada Farm Show
Jan/Feb	Sioux Empire Show

FEBRUARY

1-3	Southern Farm Show
2-4	Arkansas Mechanized Farm Equipment Show
2-4	Fond du Lac Farm Expo
2-4	Virginia Farm & Industrial Equip Dealers Assn
2-19	Dixie National Livestock Show
3-12	Mid-Winter Livestock Exposition
6-9	Iowa Power Farming Show
7-9	Colusa Orchard and Farm Equipment Show
8-9	Ag Action - Nebraska's Convention of Agriculture
8-19	Florida State Fair
9-11	North Iowa Farm Expo
10-18	Florida Citrus Showcase
11-15	International Exposition for Food Processors
14-16	California Farm Equip Show & International Expo
15-16	Morden Corn School (Canada)
15-18	National Farm Machinery Show
16-18	Montana Agri-Trade Exposition (MATE)
21-23	LaCrosse Area Farm Show
21-23	Michiana Farm Show
21-23	NFU "British Growers' Look Ahead" Conference & Exhibition (England)
21-23	Northwest Dairy & Farm Equipment Show
22-24	KFYR-Radio Ag Expo '84
23-25	Mar-Del-Va Farm & Power Equipment Association
26-28	Western Farm Show
26-29	Ohio Agro Expo
28-Mar 1	Eau Claire Farm Show
28-Mar 1	Southern Illinois Farm Materials Handling Show
28-Mar 2	Western Fair Farm Show (Canada)
29-Mar 2	Midwest Poultry Federation, Inc.
29-Mar 3	Ag Expo (Canada)
Feb	National Farm Builder Show

MARCH

2-3	Mid-South Farm & Gin Supply Exhibit
2-3	Redwood Rancher Show
4-11	International Agricultural Machinery Show - SIMA (France)
4-11	International Agricultural Show
7-8	National Pig Fair (Australia)
7-9	American Pork Congress
9-11	Southwest Farm & Ranch Exposition
11-18	Intl Agricultural & Animal Farming Fair - FIERAGRICOLA (Italy)
12-14	Triumph of Agriculture Expo
14-16	Electric Power & Farm Equipment Show
20-22	Mid-America Farm Exposition
20-22	Vikingland Farm Show
26-28	Pacific Intl Poultry & Egg Industry Exposition
26-30	Canadian Western Farm & Ranch Show
26-31	Royal Manitoba Winter Fair (Canada)
27-28	KRES - Cattleman's Show
28-Apr 1	Northlands Stock Show and Sale (Canada)
31-Apr 6	American Animal Hospital Assn
Early Mar	Wausau Farm Expo
Mid Mar	WIAI Annual Ag Day Farm Show

APRIL

4-7	Texas Grain & Feed Association
6-15	Pima County Fair (AZ)
7-15	Intl Ag Machinery Technical Fair—FIMA (Spain)
12-15	International Salon of Farm Machinery (Canada)
13-15	Oklahoma Farm Show
26-29	3-I Show
28 May 1	Ressegna Suinocola Internazionale (Int'l Pig Show) (Italy)

MAY

9-13	Royal Windsor Horse Show (England)
16-17	European Poultry Fair 1984
16-18	InterAmerican Dairy Congress '84
22-24	International Agri-Component Exposition
22-25	Royal Ulster Ag Society's Exhbn (Ireland)
May	Gateway Farm Expo
30-Jun 5	DLG-Exhibition - Intl Agriculture Show (W. Germany)
31-Jun 5	Elmia Farming (Sweden)

JUNE

3-4	National Feeder Pig Show
12-14	Alberta Pork Congress (Canada)
14-16	Ag-Export (NZ)
14-16	New Zealand Ag Fieldays (NZ)
17-21	Royal Highland Show (Scotland)
20-23	Western Canada Farm Progress Show
Jun	Livestock Marketing Congress

Bold type denotes Farm Shows